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# Media scope®

June 1960 75 Cents

serving the media-buying function / published by Standard Rate & Data Service, Inc.



*"We are not selling percentages, but people."*

E. RAYMOND KINSTLER

TAD JEFFERY





# MEDIA MAN'S FRIEND

(because it is the advertiser's most economical new business-getter)

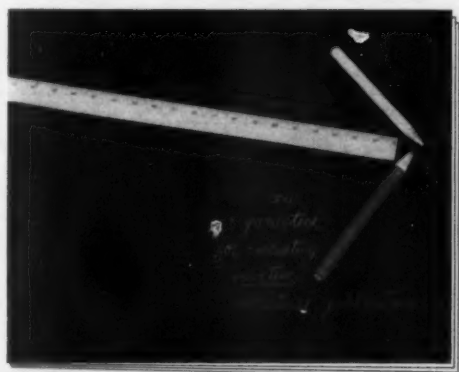
● Selecting the right "book" for product advertising isn't always easy. Even when you're convinced your recommendation is right, it's usually hard to prove in terms of solid, tangible results.

New Equipment Digest confirms your judgment every time . . . by producing *proven sales leads* . . . not just inquiries . . . from all industrial markets. Total sales leads produced annually by N.E.D. have increased an amazing 120% in the last 5 years!

Today agencies and advertisers realize more than ever that N.E.D. is the most economical and effective way to: (1) discover new applications for products (2) find new markets not previously considered worthwhile and (3) uncover new buying influences salesmen never see and (4) maintain complete advertising coverage of present customers and prospects. N.E.D. excels in these important selling jobs . . . at a cost of less than 1/4¢ per copy.

N.E.D. sets up a healthy selling climate for advertisers . . . because products solve problems. And N.E.D. is where industry's key men look for new, improved and established products that will help them to . . . increase production . . . cut costs . . . upgrade quality . . . simplify maintenance . . . and keep pace with competition. Now in every issue of N.E.D. they get, under one cover, more editorial items on new products and more product advertising than in any other single industrial publication! When they find answers to their needs in N.E.D., the result is buying action . . . quality sales leads.

To be sure your product advertising always yields the greatest return in measurable results, put it in the leading product news publication—N.E.D.



## NEW PORTFOLIO NOW AVAILABLE

Write for your free copy of N.E.D.'s latest industrial readership report and data file. An up-to-date picture of industry's most important and most active buying group . . . what they read, the kinds of information they look for, how they like it presented. Also contains latest data on N.E.D. market coverage with proof of readership and advertising effectiveness in all industrial markets.

**PENTON** Publication • Penton Building • Cleveland 13, Ohio

**NEW  
EQUIPMENT  
DIGEST**

**NOW OVER 85,000 COPIES (Total Distribution) IN OVER 46,000 PLANTS**

# A PROPOSAL FOR PRINT MEDIA

... their advertisers and their advertising agencies.

During the past decade, there has been a continually stronger expression of interest in the development of a single audit organization for publication circulations. We, as publishers of business magazines, would heartily endorse and support any effort to make this single, impartial auditing organization a reality.

We believe that such an accomplishment would be the single biggest step toward the improvement of media buying practices. A single audit under a single auditing service could provide complete, reliable, uniform information on circulation origin, derivation, verification and certification of those receiving the publication.

We have been members of the Audit Bureau of Circulations since February 6, 1916. We firmly believe in the intrinsic value of voluntary paid circulation. We have had pub-

lications which have been served by the Business Publications Audit and other circulation organizations.

We believe all business papers should be audited. We recognize that there are circumstances wherein it is not feasible for a publisher to sell subscriptions to his magazine, not to be confused with the situation wherein he cannot sell subscriptions.

We believe that there should be a single audit organization serving the needs of both paid and free print media. We believe that this organization should result from a merger of the personnel, facilities and experience of the Audit Bureau of Circulations and Business Publications Audit into a new organization which could possibly be called Publications Audit Service or Publications Circulation Audit.

We propose that, for business papers, there

should be a single audit in which the circulation of a business publication would be reported in its various classifications, in terms of the origin or source of the recipient, with other supporting and descriptive data.

We propose that the executive managements of the Audit Bureau of Circulations, the Business Publications Audit, the Associated Business Publications, the National Business Publications, the Magazine Publishers Association, the American Newspaper Publishers Association, the Association of Industrial Advertisers, the American Association of Advertising Agencies, and the Association of National Advertisers convene at an early time to prepare a preliminary agenda for an industry meeting to develop plans for the establishment of the Publications Audit Service or Publications Circulation Audit.

## Mr. Advertising Manager / Mr. Media Buyer:

*Would you like to be able to compare ALL business publications on this basis? If so, voice your opinion to the associations mentioned above . . . write and tell them you favor a single audit to assure better media selection . . . or write us.*

### PUBLICATION A "GIDGET JOURNAL"

Para. 10 Business Classification	Paid Voluntary	Paid Association	Paid Bulk or Special	Free, Recipient Requested	Free, Recipient Verified Direct	Free, Recipient Verified Indirect (directories, lists, etc.)	Free, Recipient Unverified	Free, Franchise Cir.	Totals
Gidget Dealers	9,002	.....	502	50	.....	.....	.....	.....	9,540
Gidget Wholesalers	1,151	.....	10	1	.....	.....	.....	.....	1,162

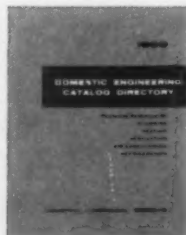
### PUBLICATION B "GIDGET MANAGEMENT"

Para. 10 Business Classification	Paid Voluntary	Paid Association	Paid Bulk or Special	Free, Recipient Requested	Free, Recipient Verified Direct	Free, Recipient Verified Indirect (directories, lists, etc.)	Free, Recipient Unverified	Free, Franchise Cir.	Totals
Gidget Dealers	50	.....	.....	800	3,900	6,120	5,000	.....	15,870
Gidget Wholesalers	.....	.....	.....	100	200	1,300	20	.....	1,620

## DOMESTIC ENGINEERING COMPANY

1801 Prairie Avenue, Chicago 16, Illinois

PUBLISHERS OF



"CONSULT YOUR ADVERTISING AGENCY"

A

June 1960, Vol. 4, No. 6

serving the media-buying function

# Media scope

published by Standard Rate &amp; Data Service, Inc.

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The First Time I Saw Fleur.....GEORGE BENNEYAN

**COVER**

Tad Jeffery, vice president and director of advertising at the Bulova Watch Company, Flushing, New York. Drawing by E. Raymond Kinstler.

**SUBSCRIPTION RATES AND QUALIFICATIONS**

For qualified people in media-buying in the U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space men, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind., and Skokie, Ill. Copyright 1960 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.





## Your dollar may not buy as much today ... but 9 of them is still a lot of money!

... And that is exactly what over 43,000 automotive executives, car and truck dealers and jobbers pay to receive their own industry weekly newspaper—AUTOMOTIVE NEWS. They pay it without benefit of premiums, cut rates or special inducements and all subscriptions are sold *direct by mail*.

Of equal importance to you is the fact that for the past 10 years the renewal average for AUTOMOTIVE NEWS has been over 85%!

An interesting record? We think so! Even more interesting, however, is the reason behind it. The automotive industry is highly competitive—the men who operate within it must be constantly aware

of current trends, engineering developments, sales ideas, advertising techniques, and a wide variety of other subjects. Only one publication brings them the news while it is current, usable, effective—AUTOMOTIVE NEWS!

The \$9 subscription price is your assurance of quality market coverage in the automotive industry—automotive men pay the price for AUTOMOTIVE NEWS because it pays them to read it! Because of these facts, advertisers have placed more advertising—year after year—with AUTOMOTIVE NEWS than with any other publication in the field! Your closest representative has *all* the facts.

*The most influential publication in the automotive industry.*

### REPRESENTATIVES:

**NEW YORK:** Murray Hill 7-6871  
Edward Krupak, Howard E. Bradley  
**CHICAGO:** State 2-6273  
J. Goldstein, Bill Gallagher  
**DETROIT:** Woodward 3-9520  
R. L. Webber, William R. Maas, Roy Holihan  
**SAN FRANCISCO:** Douglas 2-8547  
Jules E. Thompson  
**LOS ANGELES:** Hollywood 3-4111  
Robert E. Clark

Member



Member



## MEMO TO MEDIA:

### AN IMPORTANT ANNOUNCEMENT

Media/scope has made application for membership in the Business Publications Audit of Circulations, Inc. (BPA). We are proud to take this step toward the ranks of audited publications and look forward to the release in January, 1961, of our initial audit covering the last six months of 1960.

Now is a good time to review some of the goals we set for Media/scope when it was launched just a little over two and a half years ago. At that time we charted a course in regard to editorial, circulation and advertising policies. These same policies are in full force now as they were then. Media/scope's circulation program is to continue to convert its remaining unpaid distribution to paid circulation until it is a fully paid publication.

Another policy that we set and wish to reiterate, is our policy on the acceptance of advertising. Media/scope accepts only media advertising. We do not accept extraneous advertising; we have refused it in the past and we will refuse it in the future. When an advertising buyer reads Media/scope he is in an atmosphere that is completely devoted to his buying interest.

Our promise for Media/scope was that it would be devoted exclusively to its editorial subject. Media/scope's exciting success stems directly from concentrating its editorial strength in an area vital to the advertising process--the analysis and selection of media and markets, the specifying of media fields and the buying of advertising space and time, the allocation and spending of immense sums of money--billions--in a variety of ways designed and calculated to best sell goods and services. This is a big subject and competition makes it bigger every day. It requires the complete attention of a highly competent staff.

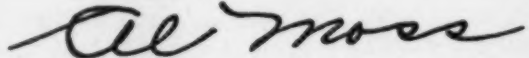
Media/scope has no special issues. There are good and compelling reasons for special issues in many fields but someone has said that what man does he often tends to overdo. In the advertising field special issues and puffery far too often are signs of exploitation of advertisers or desperation to gain them.

(over)

Media/scope will not be all things to all people. It is not even for you, to whom this message is addressed, except as a topflight advertising medium. Media/scope's editorial is unreservedly devoted to its readers, the buyers of your time and space.

People say Media/scope is a hot book. If it is, and we believe it is, it is not because of witchcraft--it is for the above reasons.

Sincerely,



A. W. Moss  
Assistant Publisher

P. S. In the first six months of 1960, media advertisers placed 454-5/8 pages of advertising in Media/scope--an increase of 155-5/8 pages . . . or a 52% gain over the same period of 1959.

(This insert appears only in those copies going to our complimentary list.)

Servi  
Stand  
ASS  
E  
Carroll  
Shraim  
George A.  
John M.  
Janet A.  
Chienne  
Lincol  
J. P. Al  
OVERT  
ard T. C  
Thoma  
James P  
J. LeRoy  
John E.  
James H.  
Harway  
BUS  
John F. K  
Marion Gu  
George J. H  
A. G. Gibb  
RESE  
Phillip We  
Maris Robin  
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ster E. Bot  
C. Laury  
W. Moss  
E. L. E  
Frank J. Ce  
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5201 Ol  
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Ore  
MAIN EDITOR  
420 Le  
New Yo  
Murre  
SOUTHW  
James  
818 Exch  
Dall  
Fleet  
PACIFIC  
Don H  
1709 W.  
Los Ang  
Hubb



## MEDIA/SCOPE

Serving the media-buying function  
Published monthly by  
Standard Rate & Data Service, Inc.

**MFA**

### PUBLISHER

Walter E. Botthof

### ASSISTANT PUBLISHER

Albert W. Moss

### EDITOR

Roger Barton

### EDITORIAL STAFF

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Abraham A. Lewis, *Associate Editor*  
George A. Swishhelm, *Associate Editor*  
John F. Klatt, *Associate Editor*  
Janet Asquith, *Editorial Associate*  
Christiane Nelson, *Editorial Associate*  
Lincoln W. Mott, *Art Director*  
R. P. Alspaugh, *Marketing Consultant*

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Thomas W. Carr, *District Mgr.*  
James P. McCann, *District Mgr.*

#### SKOKIE

F. LeRoy Hess, *Western Adv. Mgr.*  
John E. Erickson, *District Mgr.*

#### DALLAS

James H. Cash, *Southwestern Repr.*

#### LOS ANGELES

Don Harway & Co., *Pacific Coast Repr.*

### BUSINESS STAFF

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Marion Gustafson, *Adv. Prod. Mgr.*  
George J. Heitz, *Promotion Director*  
A. C. Gibbs, *Circulation Director*

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Maris Robinson, *Research Manager*

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C. Laury Botthof, *President*  
Albert W. Moss, *Executive Vice-President*  
E. L. Botthof, *Secretary*  
Frank J. Ceithaml, *Vice-President*

### EDITORIAL AND BUSINESS OFFICES

#### PUBLISHING & EXECUTIVE OFFICE

5201 Old Orchard Road  
Skokie, Illinois  
Orchard 5-8500

#### MAIN EDITORIAL & SALES OFFICE

420 Lexington Avenue  
New York 17, New York  
Murray Hill 9-6620

#### SOUTHWESTERN OFFICE

James H. Cash Co.  
818 Exchange Bank Bldg.  
Dallas 35, Texas  
Fleetwood 1-4523

#### PACIFIC COAST OFFICE

Don Harway & Co.  
1709 W. Eighth Street  
Los Angeles 17, Calif.  
Hubbard 3-5141

## From the publisher's notebook



## Media/scope As a Living Textbook

"Congratulations on your fine magazine!" "I thoroughly enjoy and depend upon it." "Your excellent articles. . . ." Comments such as these are common with MEDIA/SCOPE, and are no less music to the publisher than they are to the editor. They are, in fact, the most direct and meaningful assurance an editor can have of reader acceptance, especially when they come from a wide cross section of subscribers. It is significant that such subscriber comment covers many kinds of topics month after month.

Out of curiosity, I checked the last 12 issues for across-the-board editorial content, and here's what I found among the major articles:

- 20 dealing with media strategy and tactics—more than one a month.
- 67 based on special studies and research data.
- 40 concerned with media techniques and procedures.

Then I found something even more revealing: Of these 127 articles some 92 were "how-to," and 60 were definitely the *current* trend type!

Many of the articles were staff-written, of course. But among the contributed articles were some of the most outstanding series and single issue pieces ever written by recognized authorities in the advertising field. They were especially prepared for people who buy advertising space and time.

It is a rather safe assumption that most of the 720 pages of editorial matter which appeared in MEDIA/SCOPE during the past 12 months would not have found its way into the pages of any other advertising business publication. This is because MEDIA/SCOPE's distinctive editorial policy offers a unique challenge, and also an inspiration which grows out of the opportunity to match that policy with the highly specialized needs of its readers.

So highly do some of our readers regard each issue, that they speak of MEDIA/SCOPE as a "living" textbook type of publication, and ask that we create a running index for convenient reference.

The opportunity to fulfill one's editorial purpose is a franchise granted by the reader only so long as the editor exercises his prerogative based on his belief that —

There is no business more fascinating than that of communications, if for no other reason than that its basic purpose is to impart information, to reveal new developments, to mold opinion, to disseminate, to debate, to give voice to ideas and ideals, to share authoritative knowledge, to promulgate, to proclaim, to convey to the fullest extent both the qualitative and quantitative measure of its editorial purpose so intelligently and completely that the reader thinks of his publication in terms of a service.

*Walter E. Botthof*

# FIVE FIRSTS FOR

BEFORE YOU BUY

ANY MAGAZINE IN

THE BUSINESS-MANAGEMENT FIELD

LOOK AT THESE IMPORTANT FACTS

THE ABC STATEMENTS FOR

ENDING DECEMBER 31, 1959

COMPARISON OF PUBLISHERS STATEMENTS 6 MONTHS ENDING DECEMBER 31, 1959

	FORBES	FORTUNE	BUSINESS WEEK
Subscriptions—Individual	304,991	286,588	299,667
Subscriptions—U.S. Only	306,713	293,937	320,256
Average Total Paid Circulation Excluding Bulk	310,517	301,076	326,875
Average Total Paid Circulation Including Bulk	310,636	325,298	338,636
Single Copy Sales	5,388	14,488	None
Bulk	257	24,222	11,761
Mail Subscriptions Special	None	None	27,208
Average Total Unpaid Distribution	18,855	14,884	14,539
Subscriptions Sold—Basic Price	83.1%* — 75,230	51.7% — 65,008	65.5% — 74,910
Combination Sales Prices	None	None	3.0% — 3,426
Reduced Prices	16.9% — 15,358	48.3% — 60,766	31.5% — 36,111
	100.0% — 90,588	100.0% — 125,774	100.0% — 114,447
Subscription Sales Ordered By Mail	85.2% — 77,144	73.6% — 92,564	63.1% — 72,189
Catalog Agencies and Individual Agents	3.7% — 3,385	17.1% — 21,471	4.5% — 5,133
Publisher's Own and Other Publishers' Salesmen	None	3.8% — 4,727	32.4% — 37,125
Independent Agencies' Salesmen	5.1% — 4,625	0.4% — 512	None
Schools and Organizations	6.0% — 5,434	5.1% — 6,500	None
	100.0% — 90,588	100.0% — 125,774	100.0% — 114,447
Ordered Without Premium	73.7% — 66,742	82.1% — 103,300	85.1% — 97,399
Ordered With Material Reprinted	26.3% — 23,846	17.9% — 22,474	14.9% — 17,048
	100.0% — 90,588	100.0% — 125,774	100.0% — 114,447
Not Sponsored	94.0% — 85,154	94.8% — 119,274	100.0% — 114,447
Sponsored (Subscriptions sold at basic price sponsored by schools)	6.0% — 5,434	5.2% — 6,500	None
	100.0% — 90,588	100.0% — 125,774	100.0% — 114,447
For Three Years Or More But Less Than Five	36.0% — 32,590	11.1% — 14,003	33.0% — 37,730
For One Year Or More But Less Than Three	63.9% — 57,836	88.1% — 110,844	66.0% — 75,584
For Less Than One Year	0.1% — 162	0.8% — 927	1.0% — 1,133
	100.0% — 90,588	100.0% — 125,774	100.0% — 114,447
Arrears & Extensions (Average number of copies served on subscriptions carried in arrears not more than three months)	None	9,503	7,889

\*This percentage goes up to 96.7% if we consider the "2 extra issues for cash at regular price of \$7.50" as "basic."

# FORBES

## WANT TO TAKE A CONTACTS FROM FOR THE SIX MONTHS

### FORBES FIRST IN INDIVIDUAL SUBSCRIPTIONS

Forbes—304,991  
Fortune—286,588  
Business Week—299,667

### FORBES FIRST IN % OF SUBSCRIPTIONS SOLD AT BASIC PRICE

Forbes—83.1%  
Fortune—51.7%  
Business Week—65.5%

### FORBES FIRST IN % OF SUBSCRIPTION SALES ORDERED BY MAIL

Forbes—85.2%  
Fortune—73.6%  
Business Week—63.1%

### FORBES FIRST IN % OF SUBSCRIPTIONS FOR 3-5 YEARS

Forbes—36.0%  
Fortune—11.1%  
Business Week—33.0%

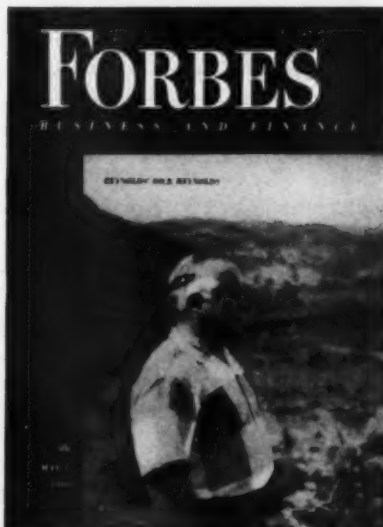
### FORBES HAS NO ARREARS OR EXTENSIONS

Forbes—none  
Fortune—9,503  
Business Week—7,889

FORBES MAGAZINE • 70 FIFTH AVENUE • NEW YORK 11, N.Y.

Forbes Representatives—Chicago: 360 No. Michigan Ave. Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce St. Los Angeles: The Menne Co., 711 S. Vermont Ave. San Francisco: The Menne Co., 114 Sansome St.

AND...it's not just how many...it's who! 315,000\* management and businessmen read Forbes regularly, thoroughly. Quantitatively and qualitatively, to reach the management market, your ads belong in Forbes. Get all the facts. Call Pete Rees at OR 5-7500 or your Forbes representative.



\*Circulation guarantee effective July 1, 1960





**“But Artie, you forget that the Old Man went to Harvard, too—the Business School. And he still has that sharp pencil! He wants the New York News because, on top of everything else, it’s got 2,200,000 exclusive readers that we miss in other papers. And 65% of them are in over-\$5,000 families. Why pass up an advantage like that?”**

**PUBLIC**  
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Media/scope,



## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### PUBLIC RELATIONS VS. ADVERTISING

Do public relations and advertising mix? And if not, why not? To Howard Chase, one of the most experienced p.r. men of current prominence, public relations and advertising are two very different things; they should be kept apart; and they should not be mixed—as in an advertising agency's public relations department. Unlike public relations, advertising is limited to purchasable media only, is budgeted in relation to yearly sales, and leaves—according to Mr. Chase—"very little time for reflection on other management objectives." He believes that the use of leverage, actual or implied, in agency public relations work is inevitable; and that this leads to cynicism and contempt for the free press as a safeguard of human freedom. Leverage is, of course, the use of advertising dollars to influence editorial coverage and opinion.

Mr. Chase was head of the McCann-Erickson subsidiary, Communications Counselors, Inc., before forming his own public relations firm, Howard Chase Associates, Inc.

### TE-IN AD IN MAGAZINE

With the growth of regional editions of magazines, the use of regional tie-ins becomes a practical and interesting reality. Such a tie-in appeared in the Iowa-Nebraska regional edition of *Successful Farming* in May. It was worked out by Thomas Murrane & Associates, local agency in Des Moines for the Westinghouse appliance distributor in that area, upon learning that Westinghouse would run a four-color page in all editions to introduce its new Center-Drawer refrigerator. The local agency purchased a black-and-white page opposite to exhibit promotional models, give prices, and list 140 dealers in the two-state area. The resulting "two-page spread" was merchandised effectively to the local trade. Interesting possibilities exist for similar tie-ins in regional editions of many national magazines.

### PASTE-ON FOR NEWSPAPERS

With magazine advertisers making news with paste-ons (recently a Scott towel sample in *Saturday Evening Post*), it is not surprising that new attention is being given to paste-ons by newspapers. In the case of the latter the

sample is pasted not to the advertising page but to the wrapper in which the newspaper is delivered.

The advertiser is Chase & Sanborn instant coffee, with a one-cup sample pasted to the newspaper wrapper, plus a run-of-paper advertisement inside. The newspaper is the new daily Sun-Sentinel in North Broward-South Palm Beach, Fla. The man who worked it out is T. T. Gore, president of Gore Publishing Company, who publishes the newspaper and also operates Ad-Wrap, a special service for preprinting promotional wrappers for newspapers with or without a sample.

Next paste-on planned for *TV Guide's* June 18 issue is a repeat of the Miracle Aid powdered drink sample that was distributed in *TV Guide* on May 7.

### FARM PLANS BOARD

An extension of regular plans board procedure is being tried at Fuller & Smith & Ross that may be applicable to other specialized situations. FSR now has a Farm Council, made up of account personnel from five different offices. It meets at least twice a year in Chicago to review plans on campaigns designed to reach the farm market. Regional men are particularly helpful in picking and choosing among the many regional and State farm media, including farm radio. The purpose is to pool regional points of view on farming for such clients as Plymouth Cordage and Aluminum Company of America.

### EDITORIALS ON THE AIR

Interest is mounting in the use of editorials-of-the-air by local radio and TV stations. There is an unusual amount of pressure currently on local broadcasters to build an image of public service for themselves in their own communities and in the nation as a whole. This, and the constant need for new kinds of programing, are such strong motivators that there is likely to be a growth in this kind of completely local programing.

For the buyer of radio or TV time, this relatively new element presents both problems and opportunities. The locally-broadcast editorial is naturally charged with timely, local impact. But it may be dangerously controversial. One way to buy into the local editorial, but still be reasonably sure of not getting caught in an untenable situation commercially, is suggested by Lee Ruwitch, executive vice

## Scope on Media

president of WTVJ, Miami, a strong advocate of the broadcast editorial. He offers a check-list to editorial broadcasters that could also be used by buyers of adjacent time: (1) Screen editorials through a board of five outstanding citizens, (2) use an editorially fair commentator, (3) use a constructive, non-emotional writer, (4) give both sides of every question.

### HI-FI COLOR GAINS FAVOR

Advertisers on a wide front are using the Hi-Fi preprint technique for full color newspaper advertising. Procter & Gamble, in fact, is trying out a new wrinkle on the process for a new product in several test markets.

Newspapers carrying the preprints in Joplin, Mo., and in Topeka and Great Bend, Kansas, surprinted a coupon for Duncan Hines Deluxe Angel Food and Vanilla Cream Chiffon cake mixes over the preprinted color pages. No other media were used at the time by the new Duncan Hines brands in these markets.

Other advertisers trying Hi-Fi include Kaiser Aluminum, through Young & Rubicam (originators of the process); Phillips Petroleum Co., through Lambert & Feasley; Dean's Milk in some 40 Midwestern newspapers, and Peter Eckrich and Sons, a Fort Wayne meat-packing concern.

Peter Eckrich, through its agency, Bonsib, Inc., ran two campaigns—one for luncheon meats last July, and one for its frankfurters this April. Latter campaign appeared in 29 papers in Indiana, Michigan, and Ohio. None of these papers had previously carried Hi-Fi. Many, though equipped for one or two-color ROP printing, had no four-color ROP facilities. This gave the Eckrich preprint additional stand-out value.

On May 11, the Enjay Chemical Co., a division of Humble Oil & Refining Co., produced preprints, with Hi-Fi color on both sides of the sheet, announcing its new plastic, polypropylene. This was just for the highly selective 40,000 circulation of *The Journal of Commerce*, plus 5,000 additional promotional copies, on the occasion of a conference of the Society of the Plastics Industries, Inc., in Florida. Of the 5,000 extra copies, some 1,000 were flown down to Bal Harbour for distribution to convention delegates.

### FILLING A NEED

A system promising advertisers "instant radio availabilities" and "confirmation within three minutes" with less paper work is now offered by Broadcast Time Sales.

The radio representative says that an advertiser using the new technique can be "on the air within an hour" in any one or all of 20 top markets, from New York to Portland, Oregon. Here's how it works:

Advance clearances are arranged on each of the 20 stations for three one-minute periods within each hour

of the broadcast day. Each station schedules the announcements anywhere within the specified hour or hours named by the advertiser, but not at a specific point in time, such as 10:05 a.m., for example, or 5:25 p.m.

Thus, all an agency buyer has to do to place his client's message on the air today, say in Cleveland, sometime between 6:00 and 7:00 p.m., is to phone Broadcast Time Sales, which simply relays the message to its Cleveland station.

To those who doubt that a significant number of advertisers will buy "run-of-hour" announcements, Carl Schuele, president of BTS, points out that 792 different national and regional accounts are buying them today from his firm.

### MAGAZINE UPTURN

Magazines had a good first quarter this year. Compared to a year ago they were ahead 6 per cent in pages. Their revenue per page was 2½ per cent higher. They took in 15 per cent more dollars. Last year in the first quarter, magazines showed almost no gain in pages compared to 1958; now they are moving ahead again. Continued favorable economic conditions were doubtless a major factor in this resurgence; but a more enlightened use of the medium, engendered in part at least by the joint promotion program of the Magazine Publishers Association, should receive due credit.

### BRIGHTER THAN WE THINK

According to the experts, advertising is a game of truth or consequences. You either tell the truth or the advertising doesn't work as well. Here's what they say—

Dr. Paul I. Lyness, director of Gallup & Robinson: "The truth is practical. It does not reduce audiences. People are interested in products and companies. Give it to them straight."

Dr. Pierre Martineau, director of research and marketing, *The Chicago Tribune*: "The idea of manipulating people is just silly. They are all exposed to mass media. The people who work for big corporations travel all over and they see. There is no such thing as a farmer any more."

William A. Lydgate, partner, Earl Newsom & Company: "The people are much brighter than we think. Americans spend more on concert music than on baseball. Don't insult the consumer's intelligence."

Elmo Roper, partner, Elmo Roper & Associates: "The common man is considerably brighter than he gets credit for being. Research shows that the very restrained commercials of Standard Oil are producing a very markedly good effect."

David Ogilvy, Ogilvy, Benson & Mather: "The consumer is not a moron; she's your wife."



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June 1960



## Street of Dreams

Madison: Avenue of aspiration. Here, American business is introduced to consumers (object: burgeoning economy). Here, creative marketing is encouraged to inspire desire in people everywhere for expanded horizons in living. Which magazine most matches today's business mood? McCall's, we think. Proof: McCall's May issue establishes



ad records again. Linage increased 35.1%\* over last May, continuing its lineage leadership in the women's service field. (Five-month total shows McCall's up to 40.8%\* in space.) Circulation's booming, too: May newsstand sales are way up over last May for the 15th consecutive month of newsstand gains. McCall's—First Magazine for Women.

\*Publisher's estimate

*Radio/Scope, June 1960*



## THE YOUNG MARRIEDS

Your buyers—our readers

As their families, incomes and desires grow, young marrieds buy more and more and more. They're your best customers. And more of them read TV GUIDE than any other magazine! More young married women read it than Ladies' Home Journal, McCall's, Good Housekeeping (Starch 1960 Consumer Magazine Report). RCA Victor, Plymouth, Tampax, Noxzema, Dinner-Redy and Nabisco are among the major advertisers who are turning this fact to their profit.



*Best-selling weekly magazine in America . . . circulation over 7,250,000*



Something  
Missing

... like California  
without the  
Billion-Dollar  
Valley of the Bees

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



- Actually, total effective buying income of more than \$3 billion
- More people than each of 18 states
- Not covered by San Francisco and Los Angeles newspapers

Look to inland California — the Billion-Dollar Valley of the Bees — to broaden your sales

potential in the West. If you're hugging the coastline, you're missing a huge market.

And, once you get over the mountains, you're in rich territory. Make your message work by putting it in the Bees — the only newspapers that cover California's inland Valley.

Data source: Sales Management's 1959 Copyrighted Survey

**M<sup>c</sup>CLATCHY NEWSPAPERS**

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Media/usage, June 1960

## AUTOMOTIVE ADVERTISERS ARE GROWING WITH US!



### AUTOMOTIVE SALES Long Beach-Lakewood

1950	\$ 76,667,000	39.9%
1958	\$107,278,000	GAIN

### AUTOMOTIVE SALES PER CAPITA

Long Beach-Lakewood	\$278
LOS ANGELES-LONG BEACH METROPOLITAN AREA	\$240
CALIFORNIA	\$213

This growing automotive market is a reflection of the growth of Long Beach. The city zone has increased in population from 167,455 in 1940 to 508,369 in 1960. Get in this market on wheels by placing your top schedules in these newspapers . . . and grow with us!

Sources: Sales Management  
Survey of Buying Power.  
Audit Bureau of Circulations.

## Independent Press-Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA  
THE "INTERNATIONAL" CITY

Represented nationally by  
RIDDER-JOHNS, INC.  
MEMBER METRO COMICS GROUP

## Trade Talk



Dave Wasko

**Puzzle . . .** Anyone who is concerned with media selection must be confused by coverage claims. Broadcast media use coverage of all sets in listening and viewing areas. After making a comparison with newspaper family coverage and taking time slot ratings into consideration, they resort to weekly cumulative coverage to get their story across. Magazines which blanket the country but not individual markets use pass-along readership as their coverage builder. With a few exceptions, multiple newspaper markets are in a constant battle over in-city and out-city coverage. Much of this confusion might have been brought on by advertisers and agencies which seem to forget that each of the media might be used for a special purpose. A sound media "mix" rather than a single medium might constitute a more resultful advertising campaign.

**Bleed Free? . .** With *Good Housekeeping*, *Better Homes & Gardens*, and *The American Home* eliminating premium charges for bleed, there is some indication that more magazines will do likewise. Since dropping of bleed charges is usually announced along with space rate increases, one might wonder whether or not the former bleed charge is buried in the new rate. John Veronis, advertising director of *The American Home*, says that his publication's decision to eliminate bleed premium charges was made solely because of the competitive situation within the home service magazine field. Manufacturers costs, he said, for printing bleed units will always be in excess of the costs for printing non-bleed units.

**Mystery . . .** Robert C. Pettingell, sales manager of Station KOB, Albuquerque, N. M., was flabbergasted when, on his recent trip to New York, he learned for the first time that many advertising people here seem to think that his whole state consists of only sand and stone. He says that he

has been amazing people with the fact that the Albuquerque area has a population of 267,100 in some 70,000 families which spend over \$461,335,000 in retail purchases. While many criteria are used in planning advertising campaigns, the way Mr. Pettingell's information was received indicates that there may be more such U. S. markets which need to be better known. Not only the local media, but also advertisers might now be losing out in such markets.

**Color TV . . .** Introduction of color was a giant step in enhancing the value of television for entertainment and advertising. It was the hope of the broadcasters that an increased amount of color programming would spur color set sales. Price of color sets has been considered to be the stumbling block. Little or nothing, however, has been said about picture quality, which could be the real reason why families are reluctant to make the color set investment. It is true that even the available color reception might be considered more interesting than just black and white. But it is also possible that the spoiled American public is waiting for something closer to the color perfection they get in pictures in the theaters.

**Real Chore . . .** With the Field Enterprises taking over the Chicago *News* and the unification of the *News* and *Sun-Times* advertising sales forces to sell both papers, there is some speculation as to how this move will develop. Faced with the tough job of selling both papers, which are competitive, only time will tell whether the chore is tougher than the seasoned salesmen. My question at this point seems to be: How long will it be before the papers will be offered as a morning and evening combination at a discount?

Mr. Wasko is vice president of Geyer, Morey, Madden & Ballard, Inc.



# What the well-dressed consumer is wearing

This year's consumer, bombarded by a record \$11 billion of advertising, has her armor on, her guard up, and her gauntlet ready to fling in your face. "Just try to sell me," her banner reads.

To make a dent in the armor (short of using battle-ax, spiked mace or tournament lance), the modern marketer needs a no-nonsense advertising weapon. One that gets his message *seen* . . . by the *right* people . . . and with *high* frequency.

There's no perforator like The Saturday Evening Post. Your advertising in the Post isn't bypassed in a flurry of

dial twirling and page flipping. Alfred Politz' new study of media effectiveness — Ad Page Exposure—shows that fair damsels and gallant swains turn and *return* to your Post ad page 30,861,000 times per issue!

Your Post ad page gets 37% more exposure to the individual reader than the same ad in the other big weekly magazine. And Saturday Evening Post readers have the highest median income in the general-weekly field.

Arm yourself with the *Hi-Frequency* magazine, sir, and you'll penetrate the iron-clad consumer market. That's an ironclad pledge.



YOU GET THROUGH TO PEOPLE  
(INFLUENTIAL PEOPLE) IN THE POST



**These people are  
"Ready-to-Buy"**



**Now! Sell them with a new kind  
of national advertising—  
National Yellow Pages Service!**

At the moment they're deciding to buy your product or service, the "Ready-to-Buys" are your most valuable prospects. Survey after survey proves that nine out of ten people turn to the Yellow Pages...and they use them when

they are "Ready-to-Buy." What better way to reach your best prospects with your selling message! Now you can do just that—with National Yellow Pages Service, the national service you can tailor to your local market.

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**Vital!** National Yellow Pages Service will complement all your advertising, make your advertising *complete!* Your national advertising message delivered locally in the Yellow Pages is your last chance, your *best* chance to all prospects on your product (or keep them from switching to another) before they buy!

**Flexible!** Fits any geographic marketing pattern, method of distribution, advertising budget! Over 4,000 Yellow Pages directories over 60 million combined circulation to pinpoint your precise market whether national,

regional or a selected area. A wide range of ad sizes in *any combination* to meet your competitive needs in individual markets.

**Convenient!** One contact, one contract, one monthly bill — regardless of how many directories you advertise in! And like other national media, National Yellow Pages Service is subject to advertising agency commission.

*Call your National Yellow Pages Service representative at your Bell telephone business office for full details on how NYPS can work for you.*



## "RESEARCH IN DEPTH"

Here's another favorite bromide of the business—intended to portray the medium as a super Scotland Yard in its field, with platoons of fearless editors and gimlet-eyed researchers ferreting out the inside dope on its "audience".

Of course, whether or not all this information is really used, or tossed, depends on what it is, where it was obtained, and who develops and analyzes it. And in this endeavor, we feel that Miller Freeman Publications have a certain advantage, in addition to their standard research facilities.

For one thing, every MFP office is a home office. Individual businesspaper operations are completely de-centralized from the headquarters office in San Francisco, with all magazines strategically located, geographically, where it means the most in service to readers and to advertisers. For another, our field circulation men supplement editorial field contact through their exposure to industry news sources. Finally, our advertising men regularly relay news collected on their rounds.

From this three-pronged team approach, readers and advertisers benefit—with compete, authentic, and useful data covering every facet of a given industry. Look at any of our MFP books, or its market data. We think you'll notice the difference—facts, not fancy.

## MEASURED TO MARKET

Coverage-Content-Cost

PULP & PAPER • PULP & PAPER INTERNATIONAL • CONSTRUCTION WORLD • THE LUMBERMAN • THE TIMBERMAN • MINING WORLD • WORLD MINING • CLEANING and LAUNDRY AGE • SEA & Pacific Motor Boat • PACIFIC FISHERMAN • PACIFIC WORK BOAT • PACIFIC LAUNDRY & CLEANING JOURNAL • WESTERN BUILDING • WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago  
• Seattle • Cleveland • Vancouver,  
B. C. • Los Angeles • Atlanta •  
Portland, Ore. • London, England •  
Cologne, W. Germany

## Letters from Readers



## HI-FI NEWSPAPER CAMPAIGN

We ran two Hi-Fi color ads in newspapers in Indiana, Michigan, and Ohio.

The first of these, on luncheon meats, appeared in July 1959, while the second, on frankfurters, appeared in April 1960 in newspapers in that area.

In connection with your recent article concerning McKesson & Robbins' use of the Hi-Fi color ads ("How McKesson & Robbins Uses Hi-Fi Color in 90 Markets," MEDIA/SCOPE, April), we thought you might be interested in these. The luncheon meat ad, of course, had the wallpaper idea in mind, and because of the variance in cut-off, an entirely different technique was used for the second ad, and this also proved to be very successful.

The first of these ads appeared in 26 newspapers in the Indiana, Michigan, and Ohio area, while the second appeared in 29. None of these newspapers, prior to the time of these ads appearing, had the opportunity of running the Hi-Fi ads. Some of the outstanding newspapers in the area included were those in Indianapolis, Detroit, Fort Wayne, South Bend, Gary, Battle Creek, Jackson, Lansing, Muskegon, Toledo, plus a number of others.

These ads were printed for us by the Marathon Corporation in Menasha.

One of the outstanding factors in the success of these ads has been the fact that they have appeared in many newspapers which are not equipped for full-color, but in most instances for black and one other color. Actually, due to the unusualness of these ads appearing in full color, the success enjoyed by them was great.

LAVERN E. GELOW

Advertising manager, Peter Eckrich & Sons, Fort Wayne, Indiana.

## REPRESENTATIVE FIRMS

As a constant reader, I want to say I enjoyed Dave Wasko's April column, "Trade Talk." I believe his thoughtful pat on the back for Anton Bondy was very nicely done, as was his "cast the beam out of thine own eye" commentary on the Bell and Peabody study on newspaper representation.

I believe that he is right about the guilt lying with the buyers, and, of course, a good deal of it lies with the representatives themselves. However, this guilt is also shared by the publishing fraternity, which has seen fit to buy representation at auction over these many years when representative firms should have been growing stronger intellectually, and have been able to afford the demands made upon them by the companies of a rapidly-growing media world.

PETER BENZIGER

President, Ridder-Johns, Inc.

## CHECKING COPIES

I note in Howard G. Sawyer's column in the April MEDIA/SCOPE ("Checking the Checking Copies") that he makes reference to a survey on checking copies directed to his advertising agency. I believe that Mr. Sawyer has mixed apples and oranges, and has jumped to a hasty conclusion from his cursory survey results.

First, I'll wager that as many paid publications as controlled were guilty of improper address or dead name addressing. This is not a matter of free-versus-paid controversy, but I feel that it should be clarified in Mr. Sawyer's mind, as well as in the media buyer's mind, that checking copy and

(Continued on page 23)

Media/scope, June 1960





He will look at your advertisement...and, later, look at it *again*



She will look at your advertisement...and, later, look at it *again*

How one magazine  
gives your advertising  
***nearly twice***  
***as many opportunities***  
***to make a sale***

**New study proves it...**

# New study shows how

- gives a valuable bonus that TV cannot offer... and that varies greatly among magazines
- exposes your advertising to your best sales prospects

If your advertisement is shown only once, it has only one chance to make a sale.

But if it is shown twice, its chances to sell can *double*.

*Now it has been proved that you get millions of extra chances to sell when you advertise in Reader's Digest. Through the Digest you can expose your selling message to 35 million people . . . an average of 1.7 times a piece.*

You get repeat "exposures" without paying to repeat your message . . . as you would have to with TV.

This new information comes from nationwide interviews of 32,000 people—in the largest study of its kind ever made. It was conducted by Alfred Politz Research, and co-sponsored by Saturday Evening Post and Reader's Digest, covering those magazines and Life and Look as well.

The table below shows how repeat exposures affect the value you can get from your advertising investment. For example, you will see that per 1000 advertising exposures—

- the average nighttime network TV program costs you more than twice as much as the Digest
- the other three major magazines cost almost 50% more.

## Are Digest readers good prospects for you?

People will look at your advertisement 60 million times in the Digest. But what *kind* of people are they? Good prospects for *your* product?

Very probably. Interviews revealed that—

Digest readers are *far above average* in both income and education. They spend considerably more on automobiles, appliances, clothing, food, insurance, leisure products . . . and

scores of other items, probably including those you advertise. The exact figures are available to you in the 84-page book, *Advertising Exposure*.

## And here is a significant comparison:

The best-educated people pick up and read the Digest twice as often as the least-educated—and consequently *look at your advertisement twice as often*.

On the other hand, the more education people have, and the higher their incomes, *the less they look at television*. This is clearly shown in a recent study by the Market Research Corporation of America.

It suggests what the new Politz study documents—

that Reader's Digest can deliver your company's message more times...to your best prospects . . . at the lowest cost.

## Now see what you really pay to deliver your advertising

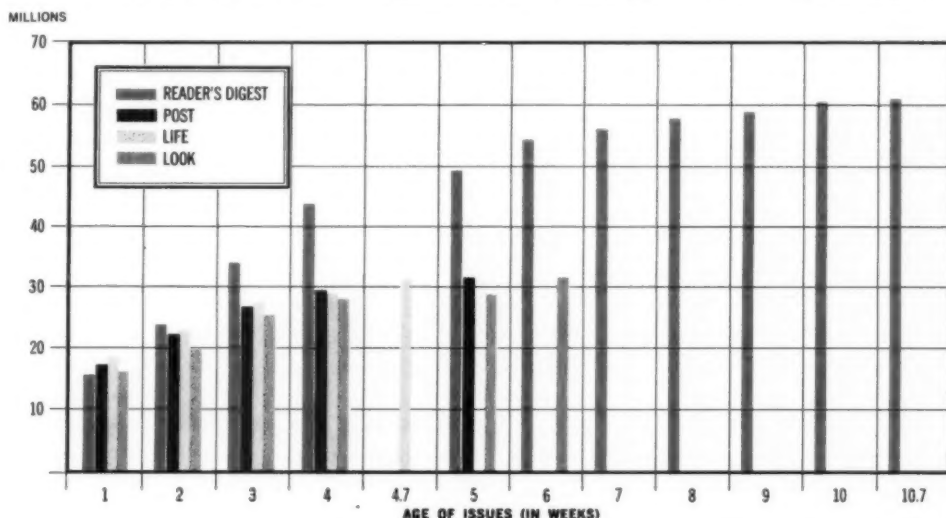
	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute
READER'S DIGEST	1.7	60,947,000
SATURDAY EVENING POST	1.3	30,861,000
LIFE	1.0	30,110,000
LOOK	1.1	30,702,000
ALL 4 MAGAZINES COMBINED	2.3	152,620,000
AVERAGE NIGHTTIME NETWORK TV PROGRAM	1.0	17,419,000

Magazine figures are based on new Politz study, *Advertising Page Exposure in Four Magazines*; costs are for a black-and-white page. Television figures are Reader's Digest estimates based on the year 1959.

# Reader's Digest...

## HOW LEADING MAGAZINES CAN ACCUMULATE "SALES CALLS" FOR YOUR PRODUCT

How the total number of exposures builds up during the life of an advertisement



Your advertising benefits from the demand for all the good reading found in Reader's Digest. The average reader picks up and reads the Digest on five different days. As a result, exposures of your advertisement continue to build up for at least two and

a half months—and reach a total of 60,947,000.

Your message in the Digest gets immediate impact plus sustained effect. Exposure starts right away and lasts about twice as long as it does with advertising in any of the other three leading magazines.

ing 1000 times

Cost per  
1000 exposures

59¢

85¢

98¢

84¢

77¢

\$1.63

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

### BUSINESS REPLY CARD

First Class Permit No. 4, Pleasantville, N. Y.

Mrs. Estelle Sheldon  
Reader's Digest  
Dept. 22  
230 Park Avenue  
New York 17, N. Y.

# Reader's Digest offers these extra benefits to its advertisers

**1. The largest proven audience of readers.**

It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

**2. The largest quality audience that can be found.**

More people with greater spending power read the Reader's Digest than read any other magazine. And you will find that

the higher the income group, the greater the Digest's share of the audience.

**3. Discrimination in the advertising accepted.**

The Digest alone of major media accepts no alcoholic beverages, tobacco, or patent medicines. And for any product, it accepts only advertising that meets the highest standards.

**4. Belief in what the magazine publishes.**

People have faith in Reader's Digest . . . in its editorial and advertising columns alike.

## See how many exposures you can get to your own best prospects through national or regional advertising

A NEW 84-PAGE BOOK entitled *Advertising Exposure* gives useful, detailed results of the new Politz study. People were asked 116 questions about income, education, possessions and recent purchases. From their replies, you may learn better how to reach your own best prospects.

THE WESTERN AND METRO. N.Y. EDITIONS have the same unmatched power to deliver advertising page exposures. Now you can see just how efficiently you can use the Digest as a prestige *regional* medium. Use the postcard below to send for this new information.

### Please send more information

Please send the publication or publications checked.

- ☐ *Advertising Exposure*, an 84-page book showing the national results of new Politz research. (Free to advertisers and their agencies; others, please enclose \$5.)
- ☐ New booklet on the *Western Edition* of Reader's Digest.
- ☐ New booklet on the *Metropolitan New York Edition* of Reader's Digest.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Simply fill in and mail. No postage needed.

People have faith in

# Reader's Digest

Largest magazine circulation  
in the U. S.

Over 12,000,000 copies  
bought monthly



(Continued from page 18)

promotion copy circulation bears absolutely no relationship to a magazine's paid list or a magazine's qualified list.

The velocity of personnel change in advertising agencies is one of the most frustrating aspects of checking copy mailing, as well as of promotion lists. As a matter of fact, in our own operations we ran into a situation where an account executive was changed seven times in three months.

I admire the ingenuity of our circulation department in resolving "who's on first" by addressing our promotion to the agency for the attention of the account executive in charge of the XYZ account.

JEROME R. PESKIN  
Publisher, *Ceramic Age*, Cleveland.

Mr. Peskin's letter is answered in this issue by Mr. Sawyer in the latter's regular feature, "Business Press."

#### CRITERIA FOR BUYERS

I certainly enjoyed Howard G. Sawyer's article in the February issue of *MEDIA/SCOPE* on the evaluation of editorial in business publications.

The criteria of performance outlined in this article are valid guideposts for the media buyer.

I was so impressed with this article that I borrowed from it quite freely for a monthly sales letter which is included in the advertiser and agency copies of *Farm Store Merchandising*.

Admittedly, I didn't cover all of the points brought out in your article, but tried to pick out some of the important ones.

I am carrying the complete article in my briefcase regularly, and I hope media buyers have had an opportunity to read it in its entirety.

PAUL A. ANDERSON  
Advertising sales manager, *Farm Store Merchandising*.

#### CORRECTION

The headline on the article by Morton J. Simon in May *MEDIA/SCOPE* (page 62) should have read "Let's Look at Your Media Forms."

#### McCall's DISCOUNTS

Effective with the issue of July 1960, *McCall's* is offering special discounts to advertisers taking three or more pages in its July, August, or January issues.

## Get The **LION'S** Share of the

### Upper Income Market



The **LION** Magazine

delivers an audience of

**505,101** paid subscribers

with an average annual income of

**\$12,370.00**

at a page cost of only

**\$2.67 per thousand**



### What is a LION?

- He is a loyal, active member—by invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents, vice presidents or other corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and an avid hobby enthusiast.

### Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE . . . BUT NOT CAGED." Telephone, write or wire Robert F. Chana, Advertising Manager, for your copy—today!

THE  
**Lion**  
MAGAZINE

209 N. MICHIGAN AVE.  
CHICAGO 1, ILLINOIS  
Telephone: ANdover 3-2500



## CAN YOU FOCUS ON WHO ACTUALLY BUYS IN THE AEROSPACE INDUSTRIES?

### *Aircraft and Missiles Sharpens The Picture*

THROUGH BASIC RESEARCH TO LOCATE PURCHASE DECISION MEN, *Aircraft and Missiles* clears the hazy picture of the procurement and buying influences. This unique publication beams its editorial and circulation policies to the key men in Engineering, Management, Production and Procurement who specify, initiate, execute or review the purchase of your product.

Because it gears its point of view to these important executives, *Aircraft and Missiles* gives you an economical and effective advertising medium, with a concentrated circle of readers whose job functions make it important for them to know about your product or service.

Take, for example, the sixteen basic product categories listed at the right. If what you have to sell is in one of these categories, or one related to it, the *Aircraft and Missiles P.D.I. Studies* are vital reading for you. These studies, conducted by John T. Fosdick Associates, show exactly how many of A&M's readers have Purchase Decision Influence in each category, what kind of influence they exert, what types of companies they are associated with, and what their job functions are.

Write or call your *Aircraft and Missiles* representative today for the Fosdick study on your product category. (Studies on additional categories have already been launched.) Then, check your advertising schedule to see how clear *your* focus is on the Purchase Decision Influence men in the aerospace industries.

AN A&M P. D. I. STUDY IS AVAILABLE FOR THESE PRODUCT CATEGORIES\*

*Electronic and Electrical Equipment*  
*Hydraulic Systems*  
*Mechanical Components*  
*Fuel Systems and Parts*  
*Sub-Assemblies*  
*Engineering Services*  
*Ferrous Metals*  
*Non-ferrous Metals*  
*Plastics, Rubber,*  
*Other Non-Metallic*  
*Castings and Forgings*  
*Tubing and Cable*  
*Plant Equipment*  
*Formed Parts*  
*Small Tools &*  
*Production Supplies*  
*Assembly & Joining*  
*Equipment*  
*Testing & Inspection*  
*Equipment*

\*Additional product categories are being investigated now. Check your *Aircraft and Missiles* representative for the latest information.



A CHILTON PUBLICATION  
56th and Chestnut Streets,  
Philadelphia 39, Pa.

# AIRCRAFT & MISSILES

THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES

# General advertisers use more ROP color in the Chicago Tribune than in any other U. S. newspaper

## TOP TEN NEWSPAPERS IN GENERAL ROP COLOR LINAGE—YEAR, 1959

Source: Media Records, Inc.

	LINAGE
1. CHICAGO TRIBUNE.....	1,148,596
2. Milwaukee Journal.....	898,544
3. Los Angeles Times.....	762,058
4. St. Louis Post-Dispatch.....	707,311
5. Miami Herald.....	645,336
6. Cleveland Press.....	635,980
7. Chicago Daily News.....	606,501
8. Houston Chronicle.....	600,916
9. Cincinnati Post & Times-Star.....	540,664
10. Denver Post.....	539,959

COLOR is news—big news—in general newspaper advertising. More and more newspapers are offering color; more and more general advertisers are using it.

In this fast-moving, fast-changing field, the Chicago Tribune ranks as the nation's leading newspaper in general ROP color lineage. It published the equivalent

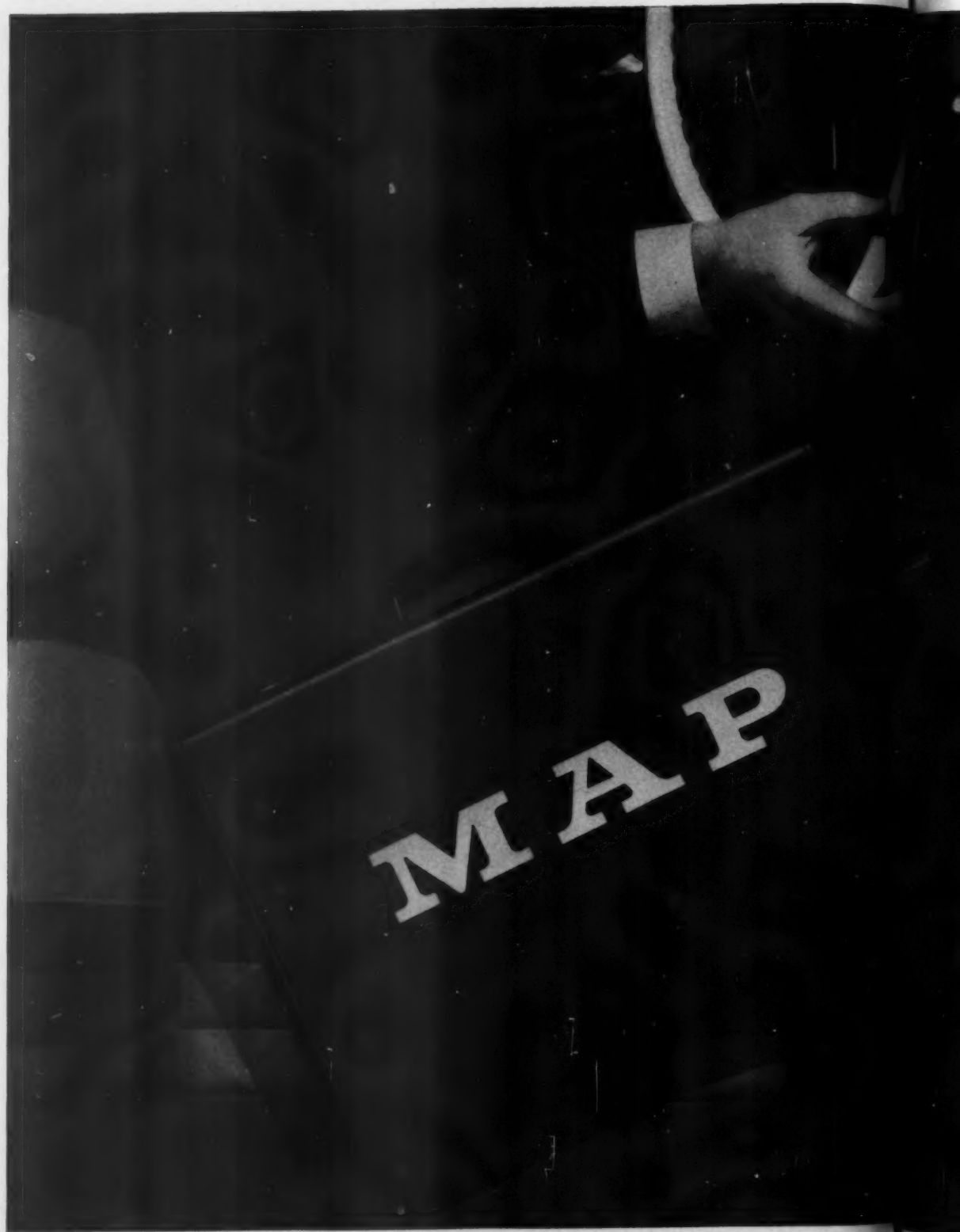
of 463 color pages in 1959—100 more than the second-ranking paper; 218 more than any other Chicago paper.

Clearly, general advertisers have learned that Tribune color produces greater impact and extra sales in the competitive Chicago market. Why not profit from their example?

*More readers . . . more advertising . . . more results —*

## THE TRIBUNE GETS 'EM IN CHICAGO!

What can color do for you? Our files are crammed with case histories of successful color advertisers. A Tribune representative will be glad to give you the full story.



# CHILTON'S MARKETING



# How Chilton's M-A-P charts your **MOST** **PROFITABLE** sales territories

It's taken for granted that the best way to chart a salesman's territory is to start with reliable data. For years Chilton has been useful in this area. Today it offers broader and more penetrating marketing research than ever before. It is embodied in M-A-P, Chilton's Marketing Assistance Program.

Before you make any revisions in sales territories, we suggest you investigate the scope of Chilton's M-A-P. You will find professional fact-finders and the most efficient tools of research. You will have access to reservoirs of information. You will get the latest studies of buying influences; opportunities for new products; fast-moving market trends; ideas to make your sales and advertising more effective.

Chilton's 17 business publications add to the depth and breadth of M-A-P. Each has a wealth of timely facts acquired through years of experience. Chilton's standards of editorial excellence are now linked with stronger and more complete marketing tools for advertisers. A Chilton representative will be glad to give you more information. Or write for this book, which describes the program in detail.

**Chilton**  
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.



**Publisher of:** Department Store Economist • The Iron Age • Hardware Age • The Spectator  
Automotive Industries • Boot and Shoe Recorder • Gas • Commercial Car Journal  
Motor Age • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone  
Optical Journal • Hardware World • Aircraft & Missiles • Product Design & Development  
Distribution Age • Chilton Research Services • Business, Technical and Educational Books

# ASSISTANCE PROGRAM

## The Man

Maury Melin  
Director of Advertising  
Ralston Purina Co.



"Purina ads are localized so that a farmer will be reading about another farmer who probably lives not more than a hundred miles away. Localization gets high reader interest, better copy readership, high believability."

## The Ad



\*

## The Results

Local editing of THE OHIO FARMER creates a climate of confidence among readers. They believe what they read because it's right for their crops, their soil, their state.

When you add to local editorial support the STRAIGHT-LINE ADVERTISING techniques of local pictures and case histories, local prices and terms, local dealer listing... your sales message penetrates straight to the heart of this rich market — where farmer spendable income reaches \$1,277,100,000 yearly! Want proof? Send for free folder.

STRAIGHT-LINE  
ADVERTISING  
available also in —

- MICHIGAN FARMER
- PENNSYLVANIA FARMER
- THE INDIANA FARMER
- THE KENTUCKY FARMER
- THE TENNESSEE FARMER
- & HOMEMAHER



**The OHIO FARMER**

Cleveland 14, Ohio

## Media/quotes

### THREE RESPONSIBILITIES

Now, I would like to comment on the respective research responsibilities of this tri-partite business.

Advertising is communication. The primary vehicles of communication are media. Therefore, media studies will always play a most important part in the study of advertising. We cannot have full information about advertising without full research data on media. This is a prime responsibility of your medium. Anything that you do beyond this is either a gracious contribution or a competitive sales or good-will effort — and, incidentally, it may be more profitable for you as an individual publisher than doing only that for which you are responsible.

At the other end of the research spectrum is the question of relating advertising to profits. As more information about media is the primary responsibility of media, so a study of the relationship of advertising procedures and programs to profits is the primary responsibility of the advertiser.

The advertising agency has a three-fold responsibility. It is the inventor and creator of advertising used in the vehicles supplied by media. Its first responsibility then, is for the development of research necessary to the proper creation of advertising messages and themes. It should not be expected to contribute to the problem of determining the end effectiveness of advertising in relation to profits — except in a consulting capacity. Agencies can also help greatly in encouraging and guiding media to more and better research. — ALCUIN W. LEHMAN, managing director, Advertising Research Foundation, Inc., before the 1960 Annual Spring Meeting, National Business Publications, Inc., Boca Raton, Florida.

### HALO EFFECT OF EDITORIAL

My conversations with readers, publishers, researchers, etc., uncovers the truth that most readers do not differentiate between editorial and advertising pages, since both add to his fund of knowledge and make him a more effective practitioner of his particular skill. Actually, many read-

ers naively believe that the editors prepare advertising copy.

If this be true, good editorial will have a halo effect on the advertising content of a publication. Conversely, informative, helpful stimulating ad pages will have a halo effect on editorial content. — C. E. GEARY, manager, Direct Current Motor and Generator Dept., General Electric Co., before the 1960 Annual Spring Meeting, National Business Publications, Inc., Boca Raton, Florida.

### SECRECY IN RESEARCH

It is sometimes argued that communication can never be very good in market research—at least in the commercial end—because each research organization, whether it be the marketing research department of a manufacturer, the research department of an advertising agency, or a research supplier, has to protect its own trade secrets for competitive reasons. Maybe—but don't forget the old, old story of the Emperor's new robes. Everyone was giving lip service to the beauty of the Emperor's new robes until a little child pointed out that the Emperor wasn't wearing any robes at all, beautiful or otherwise. Could it be that the great play on secrecy in marketing research is largely a form of gamesmanship, because there aren't really any worthwhile trade secrets to reveal? — ROBERT GRAUSTEIN, marketing research director, Lever Brothers Co., before the New York Chapter, American Marketing Association.

### AGENCY COMMISSION

The principle of media allowing commissions to agencies is the spark plug incentive for agencies. It is probably the most important single thing in the advertising business in the United States. It makes agencies dynamic, because advertising agencies do not get paid until after the advertising is conceived, produced, approved, run, and collected for.

More than anything else, it is a great incentive principle, and the principle has benefited all business brought into American business a new kind of bold, creative thinking which solved enough of these to make

(Continued on page 30)

## Dr. Gallup Signs Agreement



Dr. George Gallup (right) signs agreement which names The Gallup Organization, Inc., as research advisers for Million Market Newspapers, Inc. At the left is F. Bourne Ruthrauff, Executive Vice-President of the newly formed newspaper sales group. The five member newspapers are: *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch*, *Washington Star*.

## Welcomes Research Director



Promotion Director David M. Podvey (seated) is shown here with Albert G. Forbes, new Director of Research for Million Market Newspapers, Inc. Widely known for his broad experience in research, Mr. Forbes was formerly Research Director of Cowell-Collier Publishing Company, and associated with Alfred Politz Research, Inc., and Bennett-Chaikin, Inc. He will direct, in conjunction with Dr. Gallup, the comprehensive research facilities which Million Market Newspapers, Inc., is now making available to national advertisers and their agencies.

# GALLUP ORGANIZATION NAMED RESEARCH ADVISERS FOR MILLION MARKET NEWSPAPERS

**New national newspaper organization initiates plan to provide more helpful research for national advertisers and their agencies**

The Gallup Organization, Inc., internationally known for market, opinion and social research, was named April 1 as research advisers for Million Market Newspapers, Inc., national sales organization for the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch*, *Washington Star*.

A special advisory team, headed by Dr. George Gallup, will work directly with Million Market Newspapers, Inc.

This is the first time The Gallup Organization, Inc., has been engaged for an assignment of this nature.

### FULFILLS MMN PROMISE

The appointment of Dr. Gallup marks one of the first steps toward the fulfillment of the promise this organization made when it opened its doors on January 4 of this year. At that time, MMN announced its aim of furnishing more pertinent and useful research and market data to national advertisers and their agencies, as well as more effective aid in the fields of marketing, merchandising and promotion. Plans concerning the latter are currently being firmed up by the member newspapers and will be forthcoming shortly.

### INVESTIGATE FIRST

In an announcement issued in conjunction with the Million Market Newspapers, Inc., release, Dr. Gallup stated that he will "first investigate what research has been done by all five member newspapers. This analysis will be both qualitative and quantitative. We will also concern ourselves with providing the advertisers with the specific kind of research needed, including a more adequate method for testing the effectiveness of newspaper ads. Our plans also call for a study of copy research, in order to discover more effective ways of using newspapers for national advertising."

### COMPETITION CITED

F. Bourne Ruthrauff, Executive Vice-President of MMN, pointed out that in the past, newspapers have concentrated a great deal of their research efforts on trying to demonstrate local advantages over other papers. This important competitive selling job will still be carried out by MMN. Dr. Gallup, however, will concern himself with

the broader aspects of effective newspaper use by the national advertiser.

### NEW SERVICE ERA

"We are confident," Mr. Ruthrauff stated, "that as a result of the affiliation of this great research organization with five of the nation's most dynamic and progressive newspapers, a new era of service to national advertisers will be developed."

Mr. Ruthrauff noted, however, that though The Gallup Organization, Inc., will be, in effect, MMN's research department, other research organizations will be called in from time to time to make outside studies. This will insure MMN offers research with as broad and unbiased a base as possible.

"We are building complete facilities for the testing of newspaper advertising impact."

### MEMBER NEWSPAPERS

Members of Million Market Newspapers, Inc., are: the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and *Washington Star*.

Each newspaper is published in markets having well over a million population.

Organized January 4, the newspaper group has been building nationwide facilities for better research, marketing, merchandising, promotion and market data.

Offices are maintained at: New York 17, 529 Fifth Ave., YUkon 6-3434; CHICAGO 1, 333 N. Michigan Blvd., STate 2-0103; DETROIT 2, New Center Bldg., TRinity 5-3350; LOS ANGELES 5, 3540 Wilshire Blvd., DUmkirk 1-2251; SAN FRANCISCO 4, 111 Sutter St., DOuglas 2-5422.



## Media/quotes

(Continued from page 28)

mass production possible in countless lines where it had once been only a dream.

The incentive for the advertising agency lies in its ability, through commissions allowed by media, together with its own percentage charges and fees, to be paid for its creative work

in proportion to the use made of it.

If the results are successful for the advertiser, they are also successful for the agency. If they are not, the advertising stops, and the agency is out of business on this account.

Thus, the agency business has attracted a high type of business man, a particularly enterprising type, one who is willing to take the risk that his agency won't get paid at all if its creative work isn't used. —FREDERIC R. GAMBLE, president, American Association of Advertising Agencies, before the 1960 Annual Spring Meeting.

National Business Publications, Inc., Boca Raton, Florida.

### BETTER RESEARCH TECHNIQUES

Today we are in sight of better research techniques that will bring us much closer to an intelligent understanding of the use of media. There has long been a fear that if the ideal media research job could be completed, it might tell every advertiser to use only the best medium all of the time.

Even when you cut back my obviously exaggerated statement, you still find a considerable fear that in some strange fashion research can take the place of brains, or skill, or experience. These fears, of course, are unfounded. They are but the outgrowth of imperfect research, badly interpreted.

From what we can see now, my fear is not that I will be running a robot machine that needs no advertising skill or thinking. On the contrary, I know that I must work very hard in order to keep abreast of the expanding scope of our advertising knowledge. —BRYAN HOUSTON, president, Fletcher, Richards, Calkins & Holden, Inc., before the 14th Annual West Coast Meeting of the Association of National Advertisers, Pebble Beach, Calif.

### GUIDE TO GOOD PRACTICE

Publication research reports should make available answers to the following questions:

A. What is the exact question or questions that this research was designed to answer?

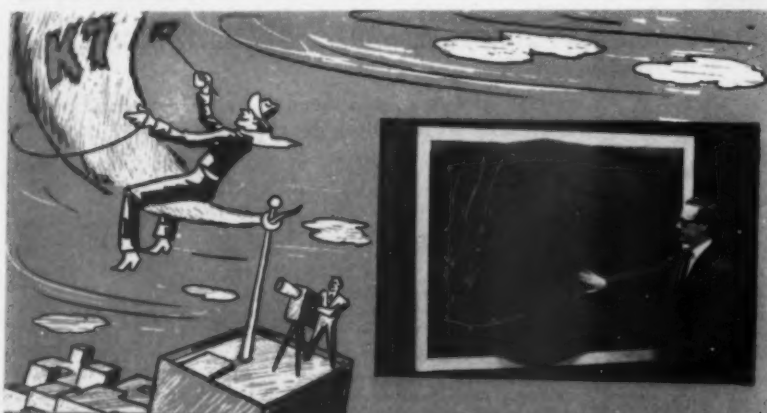
B. What evidence is there that the techniques used provides answers to the above questions?

C. What evidence is there that the returns (either questionnaire or interview) actually represents a true cross-section of the people the data are supposed to represent?

D. What evidence is there that the data was handled and analyzed objectively and honestly?

E. What evidence is there that the data really support the findings and the conclusions drawn from the findings?

Answers to the above could either be stated or footnoted to other publishing sources. —J. E. BACHELDER, director, Industrial Advertising Research Institute, before Associated Business Publications at Hot Springs, Va.



## How to Rope and Brand a Texas Tornado

K-7 did it... made a live telecast of a rip-roaring tornado as it crossed the Texas Panhandle.

This is a part of KVII-TV's new twice-a-day weather service featuring Don Peeples, West Texas' only registered TV meteorologist. In addition to new studio weather facilities, KVII-TV has installed a weather station with live camera atop Amarillo's tallest building. "Eye-in-the-Sky" report on severe weather conditions!

Another good reason K-7's local viewers are loyal viewers.

# KVII-TV

CHANNEL 7 AMARILLO, TEXAS

Charlie Keys

General Manager

The **TV** Buy

**KROD-TV**

EL PASO

**KVII-TV**

AMARILLO

**KOSA-TV**

ODESSA-MIDLAND

DELIVERS 3 OF THE NATION'S FASTEST-GROWING TV MARKETS 1950-1959\*

	Rank in Texas	Rank in U. S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

\*Television, Feb. 1960

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE  
QUALITY MARKETS, THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board  
Cecil L. Trigg, President  
George C. Collie, National Sales Mgr.





## What's Cooking?



*The Stolba family of Tulsa County, Oklahoma, as featured in Farm Journal*

Plenty! FARM JOURNAL farm families, like the Stolbas, eat 37,000,000 more home-served meals a week than an equal number of urban families.

These extra meals—every day, every month, every year—create an extraordinary interest in home-cooking. Here is a measurable example of that extraordinary interest.

A national advertiser—using a black and white page advertisement in FARM JOURNAL—offered a collection of cookie recipes that had been gathered from FARM JOURNAL subscribers.

Many advertisers will know that a magazine, with 3,000,000 subscribers, could be expected to pull approximately 18,000 responses over a 6-month period.

Actually, FARM JOURNAL did produce more than 50,000 responses in the first 40 days, and will produce a total in excess of 75,000.

In other words, FARM JOURNAL is performing as though it were a magazine with 10,000,000 subscribers, yet its space rates are based on 3,000,000!

This example points up a most significant fact: FARM JOURNAL not only possesses all the proven power of a specialty magazine, but it delivers, at low cost, the kind of mass results associated *only* with mass media.

Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL, *the biggest in the country.*

The magazine  
farm families **everywhere**  
depend on . . .



OSCAR PATTERSON, Publisher  
RICHARD J. BARCOCK, President

## Paul West of the Association of National Advertisers

**P**AUL WEST, president of the Association of National Advertisers, almost lived through two Crises of Confidence in advertising. He came to ANA 28 years ago in the depression years, a time when advertising and advertising people were under attack as wasteful exploiters of the allegedly gullible and unsuspecting masses. He almost lived through the current period of unrest, a time when the same charges are being leveled against advertising, with the finger pointed in particular now at the far more potent — and therefore more critical, in Mr. West's opinion — content of commercial television. In both of these periods, Mr. West worked hard and long to safeguard the business of advertising which he believed to be the keystone of our economy and way of life.

That advertising is the greatest social force of our time was no idle platform exaggeration to Paul West. This he believed in. This he fought for. Says Don Frost of Bristol-Myers, who as chairman of ANA worked most closely with Mr. West in recent years: "It can be truly said that Paul West gave his life for advertising. In these past months when we have been facing some of our most crucial problems he has driven himself unstintingly in spite of the severe physical drain it entailed. Our appreciation of his sacrifice can only be shown by our sustained dedication to his principles and his program."

In the current Crisis of Confidence Mr. West had three objectives, according to Don Frost. Two of these have been accomplished: namely, to make the members of ANA and other organizations in advertising aware of the importance of the problem both in the eyes of government and the public; and to establish a two-way line of communication with the appropriate government body, the Federal Trade Commission, so that ANA can be of service to its members in this respect. The third objective embraces attempts to define better the problem of public confidence, to determine in what areas responsibility must lie, and to coordinate the efforts of all parties concerned toward correcting this problem.

Mr. West's last public appearance on February 2 was at a special meeting when all factors in the advertising business presented the facts about what they were doing. The final solution has not yet been found; but Mr. West played a major role in directing the efforts of the industry into a program that must and will find the answer.

What kind of a man was Paul West? "He was a man



of great dedication," says Mr. Frost, "to the association that he headed. He built tremendous loyalty to the ANA both among his staff and among member companies. And he had tremendous powers of persuasion in getting individuals in member companies to work for and with him. More than anything else, he was foresighted. He had an ability to look ahead and determine in advance what advertising management would need one year, two years later." The development of the ANA Management Guidebook Series is a good example of this

forward thinking. The time came in the business when advertising managers needed to review and renew their management functions. The Guide Books were there as a red-bound monument to Mr. West's foresight.

The most dramatic event of recent years for Mr. West was doubtless the result of the Consent Decree that forced advertising agencies to abandon any agreements among them to charge advertisers a fixed 15 per cent commission on billings. The door was opened wide for individual advertisers to force their agencies into cut rate practices. Key advertisers met in a closed session at an ANA convention; and although what went on at that meeting was never revealed to the press, it is a known fact that some advertisers present announced their intention of taking advantage of their agencies in this way. The result could well have been a chaotic situation that would have downgraded the high quality of American advertising, and done permanent damage to the business as a whole. Mr. West said *no*. He suggested instead that advertisers take a good and long look at everything relating to their agency relations. The result was the Frey Report.

Mr. West died of cancer on May 5, 1960. Besides his long tenure as president of ANA, he was one of the founders of the Advertising Council, and at the time of his death was Treasurer and Director of the Council. He was also Treasurer and Director of the Advertising Research Foundation, which he helped launch, and was a director of the Brand Names Foundation, as well as serving as the first president of Controlled Circulation Audit. A graduate of Williams College, he served as a First Lieutenant in World War I, and worked in the advertising agency of Murray Howe & Company and as advertising manager of the National Carbon Company before becoming president of ANA in 1932.

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June 1960



**it takes all six to go like the 60's.** In the decade ahead GNP will soar from \$486 to over \$695 billion . . . and much of this expansion will stem from the new product "explosion" within the Original Equipment Market. Your company's success will depend largely on how you evaluate markets and media now. Nothing will help you to measure the potential for your product as well as an OEM PRODUCT PROFILE prepared by the Market Research Department of MACHINE DESIGN. It provides an in-depth analysis of your product in terms of the OEM. And no other magazine will help you to make the most of this potential as effectively as MACHINE DESIGN. For no matter how you measure it . . . MACHINE DESIGN offers greater value for your advertising dollar. That's why we suggest you ask your MD man for facts on all six points—editorial, readership, advertising, response, circulation and marketing help—to soar like the 60's. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.



**MACHINE DESIGN**



## IN BUFFALO Car Dealers Start the Day Right...in the Morning

Buffalo's franchised car dealers know where their advertising produces the best results. They ran 51% of their 1959 new and used car *daily* lineage in the *Morning Courier-Express*—61.5% when Sundays are included.

Other classifications also testify to the in-the-morning selling power of the *Courier-Express*. Men's stores, for example, placed 72.5% of their *daily* lineage in this influential paper. The figure for women's stores was 66.9%.

You, too, will find the *Courier-Express* your most productive Buffalo newspaper. It's a *must* to insure your full share of this great metropolitan market.

### **TWO WAYS TO SELL WESTERN NEW YORK**

**FOR MORE ADVERTISING FOR YOUR DOLLAR** concentrated on those with more money to spend use the *Morning Courier-Express* to reach Western New York's top 160,000 households.

**FOR SATURATION** use the *Sunday Courier-Express*, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

*For Total Selling in this Great Market*

# Buffalo Courier- Express

*Western New York's  
Greatest Newspaper*

**ROP COLOR 7 DAYS**

*Representatives: Scolaro, Meeker & Scott*

*Pacific Coast: Doyle & Hawley*



"Sure,  
we're on the  
approved list...  
so is our  
competition!"

Industrial salesmen know that  
product approval doesn't necessarily  
result in production orders...

That's because it's the *purchasing  
department* that decides who gets  
what share of the volume business. You  
stand the best chance of increasing  
your share of a company's OEM  
business when you advertise to *both*  
design engineers and purchasing  
agents—and when you keep these two  
advertising objectives in *balance*!

## PURCHASING MAGAZINE

A CONOVER-MAST PUBLICATION

the methods and news magazine for industrial buyers  
205 East 42nd Street, New York 17, New York



## Men of the Month in Media

### Nelson Wins Golden Key

Louis J. Nelson, recipient of this year's Golden Key Award from the Station Representatives' Association, has just been named senior vice president and chairman of the executive committee of Wade Advertising, Inc., Chicago.

He joined Wade in 1935 as a space and time buyer; became media director, then vice president in charge of media. He is now responsible for overall company marketing, media, and research activities.

"The greatest problem facing time buyers today," says Mr. Nelson, "is how we are going to develop a competitive system in television that will be similar to radio and other media. It becomes a problem of supply and demand. This is especially true in many major markets today where the



Louis Nelson: Problem is to develop a competitive system in TV.

number of TV stations cannot possibly handle traffic desired by buyers. There are only so many hours a day, and too few stations available to handle programing needs in available time."

### Top Time-buyer in Chicago

Genevieve M. Lemper, named Chicago Time-buyer of the Year by the Station Representatives Association, is chief time-buyer in Foote, Cone & Belding's Chicago office. Miss Lemper entered the agency field as broadcast estimator at Lord & Thomas; and became time-buyer when that agency became F C & B.

"In my many years of buying,"

says Miss Lemper, "I have seen a lot of changes involving growth, progress, and innovations in the broadcast industry. All of these changes have made time buying more complicated



Genevieve Lemper: Daily contact and honest discussion bring respect.

and time consuming. Daily contacts and honest discussions of the whole broadcast picture with sales personnel brings about a mutual understanding and respect between the buyer and the seller."

### Time-buyer of the Year

The characteristic common to winners of the Silver Nail Award—from ex-BBDOer Frank Silvernail, in whose honor the award is made, to Harold B. Simpson, the third, and current recipient—is puzzlement as to why they had been chosen. Perhaps this quality of modesty is what attracts the votes of the members of the Station Representatives Association, the organization that sponsors the awards as a tribute from time-seller to time-buyer for professionalism and fairness.

Mr. Simpson, a tall, fair, and pleasant young man who seems a trifle embarrassed by the handsome black-and-silver plaque, is supervisor of radio-television buying at William Esty Company. He is considered one of the top buyers in the business. At 33, Mr. Simpson supervises Esty's broadcast buying group, and buys actively for the Reynolds Tobacco account, one of the nation's largest users of broadcast time. He also forms policy and participates in buying decisions on Esty's other major broad-

cast users; e.g., Nescafé, Ballantine, Prestone, Ben-Gay, Pacquin's, Sunoco, Vaseline.

Esty has been Mr. Simpson's whole career. He joined in 1949 after graduation from Colgate University. He spent a year in research, and three years working on a variety of media, before settling down to time-buying in 1954.

Mr. Simpson's biggest objective as a buyer is "to get everything done in the right way at the right time. We don't believe time-buying is a simple operation. There are a hundred things to check in order to make the best buy, and a tremendous volume of paper work. Then, too, we have to make sure we hear everyone's side of



Silver Nail Award Winner Simpson: Time-buying is not a simple operation.

the story. This is a changeable business and we never stop learning."

Fortunately, Mr. Simpson works best under pressure. He does his thinking on the train to and from Noroton (Conn.), where he lives with his wife and five children.

### Space-buyer of the Year

To Joseph H. Newman, recently voted Space Buyer of the Year by the space sales contingent of the Association of Industrial Advertisers' New York chapter, buying space in business publications is a serious business.

First, Mr. Newman is media director of O. S. Tyson & Company, an agency which derives all but a fraction of its income from industrial accounts.

Second, Mr. Newman looks on in-

(Continued on page 40)

# This newspaper's good citizenship sells for you in Kalamazoo



Since 1837 Gazette reporters have recorded local, national and world events for area readers. From the Westward March, the forced migration of the Potawatomi tribes and the coming of the first railroad, to the Space Age and the expanding and menacing aspects of the Cold War, the Gazette has kept its readers informed.

Even more important, perhaps, have been the efforts of the newspaper in good citizenship. The Gazette gives considerable time, leadership, money and space in support of worthy movements for community welfare; it is deeply concerned with area youth and has financed and directed a continuous program of helpful projects for the rising generation; it has given thousands of dollars worth of scholarships and newspapers for classroom use.

The Gazette's Awards Room is filled with evidence of public esteem which reflects the newspaper's most precious asset—public welcome and loyalty. This is the asset that fosters readers' trust and faith in the Gazette and cloaks its advertising with a commensurate degree of confidence.

Typical of the many Gazette public service projects which result in reader loyalty and responsiveness are the following:

- Medical Forums
- Legal Forums
- Rural Youth Programs
- Youths' Shotgun Clinic
- Youths' Golf Clinic
- Kids' Baseball Clinic
- Youths' Bowling Clinic
- Milk Fund Basketball Game
- Journalism Workshop
- Scholarship Program
- Area Fishing Contest
- Educational Filmstrips

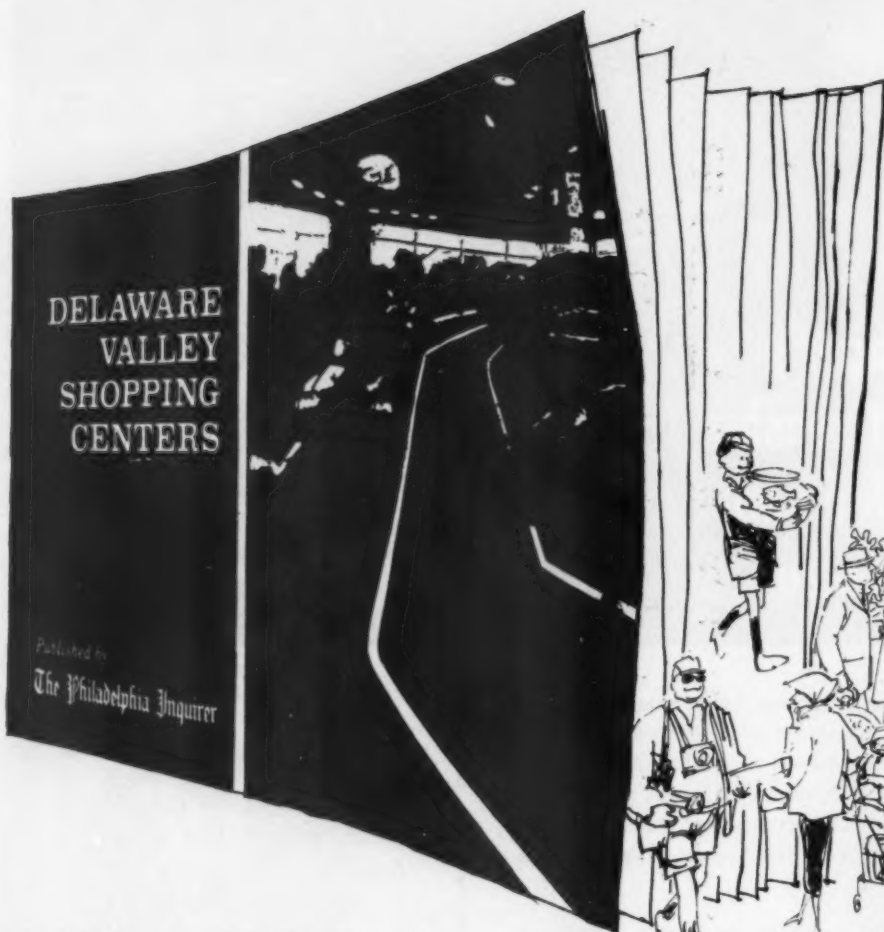
"The daily newspaper is the total selling medium"

## KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper





## DELAWARE VALLEY SHOPPING CENTERS

Published by  
The Philadelphia Inquirer

# A Descriptive Analysis of Shopping Centers in Delaware Valley, U.S.A.

Here's the book that shows

the market's 100 leading shopping centers • the location of 284 different centers • where the centers' customers come from • designation by type of 25,600 stores within the centers.

This 136-page volume is the latest in The Inquirer's continuing program of research studies providing advertisers with sound knowledge of the Philadelphia retail trading area.

The study shows the pattern of existing

retail clusters in the 14-county market, permitting comparisons with population spread to determine the potential for future market development. It serves as a valuable aid in appraising sales areas, selecting store sites, programming distribution, evaluating competitive positions and planning advertising coverage.

Copies of "Delaware Valley Shopping Centers" are available at \$5.00 each from the Research Department of The Philadelphia Inquirer.



Good Mornings begin with The INQUIRER for 1,406,000 adult readers

## The Philadelphia Inquirer

NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-3838

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Anderson 3-6270

DETROIT  
RICHARD I. KRUG  
Pinebush Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
Garfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Boulevard  
Dunbar 5-3557



stresses and strains of everyday living have put frightening pressures on our nervous systems. said one guest. Others disagreed. The result was another fascinating, provocative locally-produced program—the sort of programming Chicagoans have come to expect from CBS Owned WBBM-TV. People who value their time find there is more worth watching on WBBM-TV. That's why time is so valuable on WBBM-TV, Chicago's most popular television station for 59 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED



ARE WE A NATION OF NEUROTICS?



Each country's needs for goods and services differ markedly. Oil refining equipment may sell in million-dollar lots in Venezuela and be absolutely worthless in New Zealand. An American exporter may be able to ship thousands of transistor radios to South American markets, yet not sell a single one in Japan. Lipsticks that are most desirable in France may not appeal at all to the women of South Africa. *What one magazine reflects these many subtle differences among nationalities and markets?*

**READER'S DIGEST** — printed in nineteen separate publishing centers around the world and staffed almost exclusively by nationals wherever it is published.

The language of selling varies from country to country. Everywhere the language of business is the local language. To be sure, a few people in all countries are able to converse in English or French, the so-called "universal" languages. But if you want to sell everyone, you must speak the local language in your advertising and sales promotion. *What one magazine reflects these linguistic differences around the world?*

**READER'S DIGEST** — published in thirteen languages.

The terms of selling in advertising change every time you cross a border. The prices you quote in each country are different and are quoted in different monetary units, too — pesos in Argentina, francs in France, yen in Japan. Local advertising and sales regulations also affect the copy line you pursue in your advertising and the sales terms you offer your customers abroad. *What one magazine permits a market-by-market approach to these specific sales problems?*

**READER'S DIGEST**— whose thirty-one editions each cover a specific market area in the free world.

The world is not one market, but many markets . . . and it takes a unique magazine to cover these many areas.

Reader's Digest is that magazine.

## The Reader's Digest

The world's most powerful selling force  
is local wherever it goes.

### U. S. SALES OFFICES

230 Park Avenue, New York 17, New York • Telephone: MUrray Hill 4-7000  
519 Federal Street, Camden 3, New Jersey • Telephone: WOodlawn 4-7695  
Prudential Plaza, Chicago 1, Illinois • Telephone: WHitehall 4-2544  
410 New Center Building, Detroit 2, Michigan • Telephone: TRinity 5-9600  
F. : National Bank Building, Minneapolis 2, Minnesota • Telephone: FEderal 2-6489  
6505 Wilshire Blvd., Los Angeles 48, California • Telephone: OLive 3-0380  
15 Montgomery Street, San Francisco 4, California • Telephone: EXbrook 2-3057

(Continued from page 36)

dustrial advertising as a vital part of the specialized industrial sales effort. He subscribes to the Tyson philosophy, which holds "that the purpose of industrial advertising in a period of prosperity is not merely to create leads, but to filter out all but the leads that culminate in sales. It's too expensive to send a sales engineer chasing after every inquiry. We believe in finding and reaching the prospects that can best use the technical



Award Winner Newman: Advertising conserves the strength of salesmen.

information in our advertisements for clients' equipment, products, and services. Our space advertising is designed to tell them enough about a piece of equipment to let them know whether their plants actually need it or not. Our 'how-to' manuals are complete enough so that sales engineers need devote only minimum time teaching customers how to operate and maintain equipment."

A heavy-set young man with prematurely gray hair, Mr. Newman has been media director for Tyson since 1958, a buyer since 1956. He came to Tyson after seven years at Fred Wittner Company, where he served his apprenticeship after being graduated from Bethany College (W. Va.) in 1949. Mr. Newman holds a Master of Business Administration degree from Columbia's Graduate School of Business; he acquired it the hard way—in night classes. He is a charter member of the New York Advertising Media Planners, which, he says, "can be considered an extension of my night schooling."

Mr. Newman lives with his wife and two children in Queens, New York.

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## Young Chicago loves to buy...



...the Chicago  
Sun-Times

Smart advertisers know it's the young families who buy the most.  
Very smart advertisers know where to find them in high proportion.  
Advertise in the Chicago Sun-Times—more than half  
its readers are men and women 35 and under!

# How else can you reach an **All-Homemaker Circulation** of 1,000,000 in New York?



If your market is New York, supermarket your product in the new New York Metropolitan Editions of Family Circle and Woman's Day . . . available from 4-color pages down to one-sixth pages black and white . . . distributed in virtually every major New York area supermarket . . . and reaching *all* homemakers — the women who buy for a "family" of millions in the New York market.


For full information on Family Circle's New York Metropolitan Edition, call Family Circle offices, or write Family Circle, 25 W. 45th St., New York 36, N. Y.

## **FAMILY CIRCLE IS ACTIVISM!**

...the dynamic new concept  
of total magazine performance

NATIONALLY FAMILY CIRCLE AND WOMAN'S DAY NOW REACH 9,350,000 KNOWN SHOPPERS





# HOW TO FOCUS EYES

## by the millions!

EYES are the windows to your SALES! And for maximum sales at greatest profit you can focus eyes by the millions on your advertising message by using FIRST 3 MARKETS GROUP to attract and sell the heavy-spending families of New York, Chicago and Philadelphia.

The average family in these 3 enormous markets enjoys an Effective

Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 10% more money for All Retail purchases, 18% more for Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales

areas of New York, Chicago and Philadelphia—where competition is keenest and sales rewards are greatest—*there is no substitute for FIRST 3 MARKETS' solid 55% COVERAGE of all families.*

To make your advertising sell more where more is sold...it's FIRST 3 FIRST!

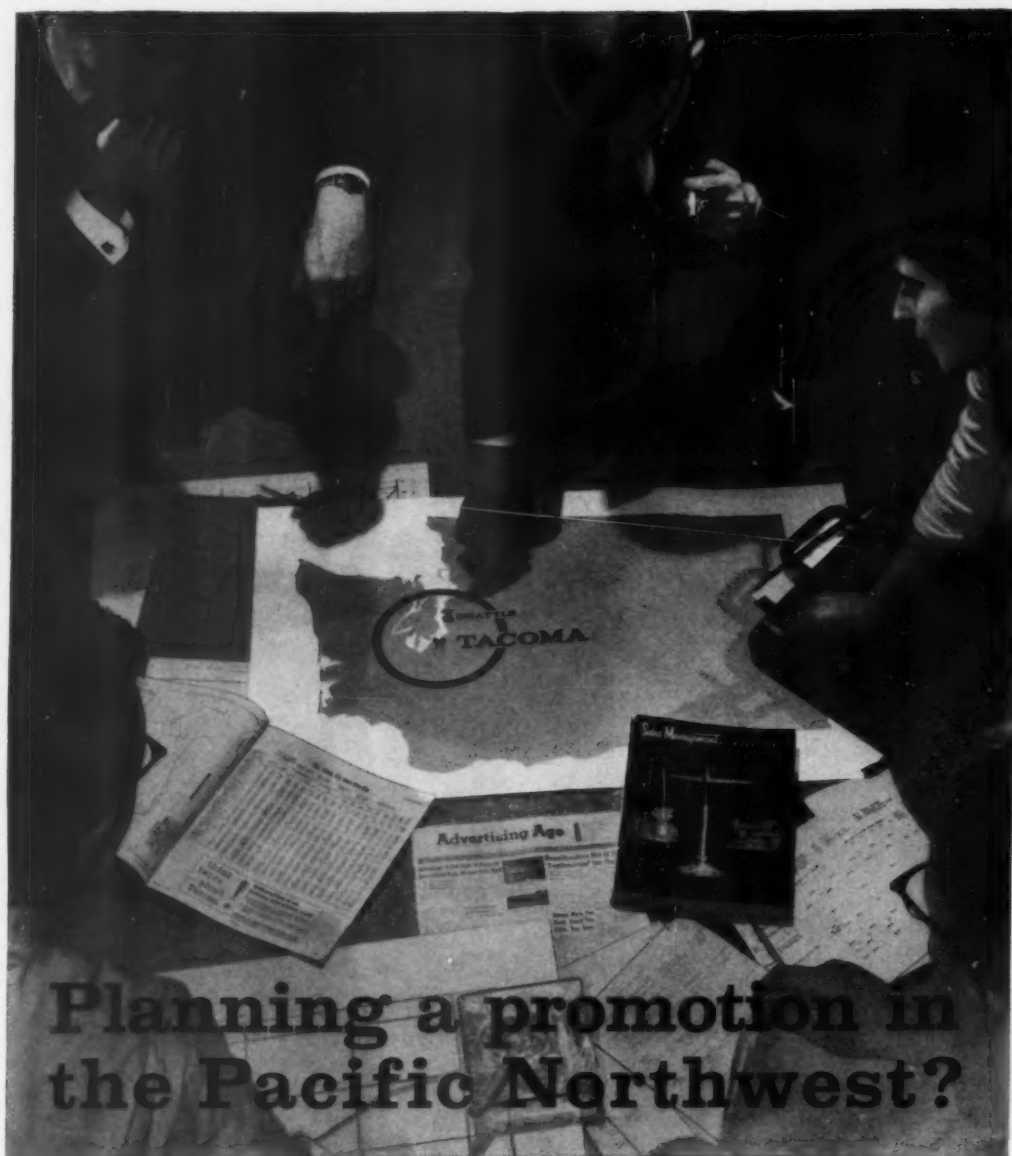
THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine  
Chicago Sunday Tribune Magazine  
Philadelphia Sunday Inquirer "Today" Magazine

ROTOGRAVURE • COLORGRAVURE

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, Wurray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 7-7348 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, BUtchik 5-2057



## THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle and Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.



Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

## QUESTION:

*Please describe the most helpful solicitation you ever heard from a representative of a business publication.*

RAY WATERKOTTE, advertising manager, Titanium Metals Corporation of America. — Lynn Williams of *American Metal Market* gave us a solid proposition:

- Before making an appointment, he obviously studied our product, its market, and our aims.



- He sold his publication on its own merits . . . rather than attacking the competition.

- He had a new idea: use junior pages as a spread. When TMCA showed interest in pioneering this technique, he had plates made from a current TMCA ad and then proofed them on news stock, complete with news columns, so that there would be no doubt about final appearance . . . all on speculation.

It worked. We signed.

ALFRED J. SIESEL, president, Harold J. Siesel Co., Inc.—Perhaps the most helpful pitch I've heard came from a representative with whose publication I thought I was thoroughly familiar. By careful analysis of the market for my client's product, he showed me that each of the different



groups that made up the publication's readership would be of value. He topped this analysis off by recommending that the schedule be

placed in the first section of the publication in order to attract the greatest attention. The recommendation was followed. The results were immediate. This publication dominates the client's trade schedule.

FRANKIE COYKENDALL, media consultant, Botsford, Constantine & Gardner, Inc., Portland, Ore.—Helpful presentations are rare. But one I remember was given by the managing editor of *Produce Marketing*. His qualifications to sell his publication on editorial content and coverage of the produce market stems from first-hand knowledge. He constantly talks to growers of all kinds of produce in the field, and attends conventions where produce buyers air their problems. This covers both large and small growers, with problems on packaging, display, process handling, etc. He sells his editorial content, which, after all, is what an advertiser buys (plus market coverage figures which buyers can get from SRDS).



RICHARD P. BERGOFFEN, space buyer, Byrde, Richard & Pound.—Really helpful pitches are scarce. But here's a suggestion that will make any representative more welcome. When selecting a business publication, its acceptance by other advertisers in the field is worthy of careful consideration. To ascertain correctly this acceptance, we must obtain copies of ads that have appeared within the last year in the publication, and are related in any way to what the client offers. Because of the great difficulties in trying to get tearsheets from publications, it would certainly help us if representatives would bring such tearsheets with them.



## USEFUL FACTS ABOUT

# PLAYBOY

the magazine with proven impact in the top-quality young male market

## EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

## CIRCULATION—993,275

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 806,580. In addition, Playboy has 186,695 subscribers. Total monthly circ. 993,275 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

## CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

### AGE

29.6 is the median age of Playboy's male readers. 64.4% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

### INCOME

The median income of the Playboy household is a high \$8,150.

### MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

### URBANITY

52.7% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among national magazines. (ABC 12/31/59).

### APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

### PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.3% own a movie projector, and 22.2% own a slide projector.

### TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.6% spent over \$200 on vacation travel.

### AUTOMOBILES

47.8% of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

### TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

### LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st in men on beer—76.9% and whiskey—76.2%.

### INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

### HOUSEWARES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 37 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

### RADIO-TV-PHONOGRAPH

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

## RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ad in Playboy have produced 10,290 inquiries—25% more returns than their second ranking magazine produced in nine months. The "Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

720 Fifth Avenue/New York/Ci 5-2620  
232 E. Ohio/Chicago/Mi 2-1000



**CHANCE?...OR**

**SELECT  
DELIVERS  
PROFIT**

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## ...OR CHOICE!

### SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH PROFITABLE DIFFERENCE

Want to put your money on winning numbers? Do it where the play is for your audience—in magazines... where you're sure of the circulation, sure of the size of your market, and sure of your audience's quality. No need for crossed fingers here:

Households with heavier exposure to magazines spend \$18 million more a year on dentifrices than households with heavier exposure to television... over

\$650 million more a year on new automobiles... do 9 billion more miles of pleasure travel!

These are just a few of the actual facts and figures that tell you why magazines mean a Profitable Difference to advertisers of virtually all kinds of products and services. Ask any magazine salesman, or write MAB, for the new 280 page, "A Study of the Magazine Market." Magazine Advertising Bureau of MPA, 444 Madison Ave., New York 22, N.Y.

## MAGAZINES...FOR THE PROFITABLE DIFFERENCE



NO  
SALE

## Kiss of death for a salesman

You know the story . . . he thought he had the order.

Everyone he saw wanted his product. His price was good . . . his delivery right. Why did he lose the sale?

He missed somebody. A Mister X he didn't even know existed.

Industry is filled with unknown men like this. Their names may never appear on mailing lists, directories or rosters, but they can swing or kill a sale. Advertising is often the only way to contact them regularly.

That's why we keep a full-time field force of 225 men busy selling circulation for our publications. They make over 1,000,000 personal calls in business and industry every year to help assure our advertisers a selective, representative audience in the markets we serve.

There just isn't any other way to do it. Only through vigorous, personal circulation legwork can you penetrate into industry and locate, identify and sell many of the men behind the scenes.

Add to this personal selling effort the fact that an individual must demonstrate his true interest in the publication by *paying* for a subscription, and you have the ingredients of an alert, effective buying audience.



**McGraw-Hill**

PUBLICATIONS



McGraw-Hill Publishing Company, Inc.

330 WEST 42nd ST., N. Y. 36, N. Y.

*Selected and bought by men in industry who want the best in editorial service.*

BULOVA:  
man, vice  
executive

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Media/Scope,



BULOVA'S TOP MARKETING TEAM goes over 1960 plans. Left to right: Emanuel Hochman, vice president—sales; Tad Jeffery, vice president—advertising; R. Harvey Whidden, executive vice president—marketing.

*TV is out;  
print is in;  
radio is back.  
Here's the story  
behind Bulova's  
big media switch.*

## What's Behind Bulova's New Media Strategy?

Interview with Tad Jeffery,  
*Vice President and Director of Advertising, Bulova Watch Company.*

**T**HIS SPRING, the Bulova Watch Company, main-spring of the U. S. jewelled watch industry, turned its media strategy upside down. In the space of a few months, it announced these moves:

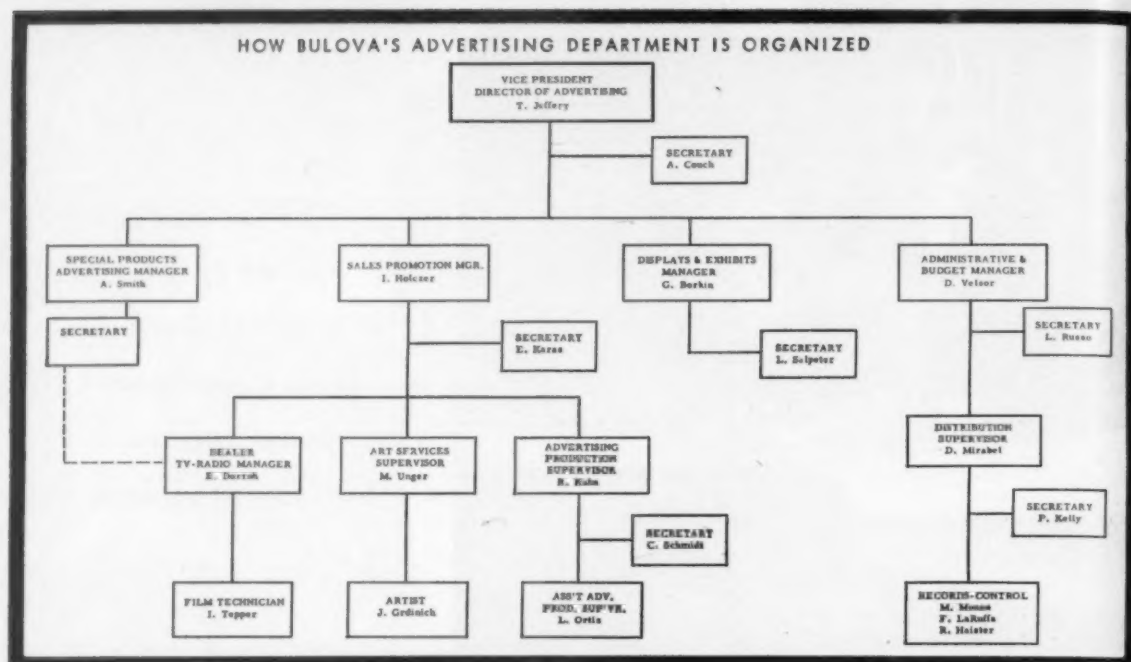
- The abandonment of television (at least for now), which had supplied most of the company's advertising push for the last decade.
- The emergence of print—specifically, magazines—for the first time as the company's major medium.
- A return to the famous radio time signals, which Bulova pioneered in the early days of radio, dropped when TV became important in the late 1940's.
- The establishment of a full-fledged cooperative advertising program, which means scrapping a long-standing company policy against contributing factory funds to

dealer advertising programs.

The reason for these changes: a combination of internal and external circumstance that has stretched Bulova's media strategy out of its traditional shape.

Bulova's advertising is being run (like the company itself) by a new management team. Until 1958, Bulova's advertising was bossed by Chairman Arde Bulova, son of the company's founder, and one of the last exponents in a big company of one-man rule, and ex-President John H. Ballard, who is credited with putting Bulova into radio 30 years ago. Bulova's death (and Ballard's retirement) triggered a major reorganization of the company along modern management lines. Advertising vice president Tad Jeffery (who moved to Bulova in 1957 from big-time marketer Kraft Foods) now heads an efficiently organized

## Bulova's Strategy . . .



advertising department (see chart) capable of dealing with Bulova's problems in a creative way.

The problems are not small ones. In the last few years, the quality watch market has been rocked by the inroads of low-priced, pin-lever watches—notably U. S. Time Corporation's Timex brand—which have been aggressively marketed through chain drug stores. There is no doubt that jewelled-watch makers like Bulova (which does the bulk of its volume in the \$24.75-to-\$70 price range, and does a healthy, and very profitable, business in the higher brackets) have been hurt by the pin-levers, as well as by a flood of low-jewel Swiss watches.

Bulova, it is true, has survived the attack quite well. Sales have resisted inroads from competitors and—in the last year, at least—have grown considerably. Bulova officials quite reasonably point out that the sharp break in the company's sales in fiscal 1957 was caused by defense contract cutbacks (military and industrial sales account for some 20 per cent of Bulova's business); a further decline in fiscal 1958 and 1959 was due primarily to the recession, which hit consumers right in their disposable income and forced reduction of all postponable expenditures—including that for watches.

### New Price Lines—New Products

Although Bulova is mightily encouraged by the substantial recovery in sales during the last year, and a rosy outlook for this year, it is not underestimating the challenge of low-priced competition. The company recently signed a trade agreement with the Citizen Watch Company, a major maker of jewelled watches in Japan. This tie will

give Bulova exactly what it lacks: a line of watches in the \$12-to-\$19 price range, which is exactly where Timex and other pin-lever producers do their business. Bulova expects to market the Japanese watches through a separate division and under a separate trade-mark.

Not only is Bulova reaching down into the low end of the watch business, but it is reaching out, in the form of several new products. The first such venture, it is true, turned rather sour. In 1958, Bulova introduced a new electric shaver. But the company had the bad luck to run smack into a poor price situation. Electric shavers were (and still are) being price-footballed all over the discount houses. As a result, Bulova has all but dropped promotion of the shaver line until such time as prices stabilize enough to allow retailers to make a profit.

Bulova has had more luck with its line of radios. Radio business through jewelers has shown steady gains, and today constitutes an important part of the company's radio volume. Radio sales in 1958 increased sharply despite a general industry decline, and a still greater increase was experienced in 1959. Bulova's miniature transistor set (another Japanese product) was particularly successful; and new transistor sets, including short wave, are being introduced.

Bulova has even greater hopes for an electronic watch, due for introduction in the fall. Still very much a secret, the new timepiece is said to embody a new principle in time-keeping (different, incidentally, from Hamilton's electric watch).

Obviously, Bulova's advertising department has its work cut out for it. For several years, a combination of





**BULOVA GOES ALL OUT FOR GRADUATION...to**  
put you in the "CHIPS"



**TRADE ADVERTISING** plugs seasonal promotions, boosts dealer cooperation.

Bulova's print effort is rounded out by schedules in *This Week* and *Parade* (for extra weight in metropolitan areas) and in *Seventeen*, *Scholastic*, and *Senior Scho-*

The newsmaking spot radio campaign, which broke some weeks ago, serves as a secondary medium, which will offer reminder impressions to supplement the basic print campaign. The time signals are 10-second IDs in about 80 markets, clustered in the morning and late afternoon traffic hours. As many as 50 a week will run in some markets.



**HEADING THE BULOVA ACCOUNT** at McCann-Erickson are (from left) William Fricke, associate media director; Alfred J. Roby, management service director; Ferd Ziegler, account director.

Nevertheless, Bulova is not, apparently, in a position where it must depend on co-operative advertising. As (in Mr. Jeffery's words) the "General Motors of the watch business," with a watch priced to suit everyone's pocket, Bulova's continued success depends on the quality of its national advertising effort. The company thinks it now has the combination of media that will help do the job. ■

# Seabrook



## Was Once a Promotion Man

*Or, You Never Know When You're Working  
for a Celebrity-to-be.*

By George Benneyan

**M**EDIA PROMOTION MEN have lived to become publishers, business managers, editors, agency executives, advertising managers, realtors, restaurateurs, and super-market operators.

William B. (for Buehler) Seabrook, who was promotion manager of *The New York American* from 1919 to 1921, lived to become the well-known author of several best-selling books of adventure and the first American to cook and eat human flesh, not out of necessity but by choice, to "satisfy a long-standing curiosity."

This outlandish experience he "enjoyed" while he was living with the Guere' cannibals on the Ivory Coast of West Africa where, for several weeks, he was the guest of the tribal king, Gadao. He described the experience (and his reactions and emotions) in great detail and with no restraint in "Jungle Ways," published by Harcourt, Brace & Company in 1931. It became a Book-of-the-Month Club

selection and a best-seller. It was translated and published in several foreign languages.

*Time* magazine, in reviewing "Jungle Ways," said: "There is not an uninteresting page in the book." Seabrook, *Time* continued, "had long wanted to know what a man tastes like, and took the first chance he had of finding out. He says: 'it was like good, fully developed veal, not young, but not yet beef.' He liked it; it gave him no pains either in digestion or conscience."

In the book, Seabrook said the meat his cannibal friends gave him (at his request) was "a sizable rump steak, also a small roast, to cook in whatever manner I pleased. It was the meat of a freshly killed man, who seemed to be about 30 years old—and who had not been murdered." He cooked the steak and the roast "as one would any other meat for my regular evening dinner, and I proposed to make a meal of it as one would any other

meat, with rice and a bottle of wine."

Bill Seabrook was my first boss.

He interviewed me, hired me at \$25 a week, gave me my start in media promotion (in which I've remained all my life), became a good friend. God alone knows what I might have become but for Seabrook. A teacher, perhaps. Or a banker. Or a farmer. Or a rug merchant, like so many of my relatives. (By what thin threads and strange chances our lives are determined!)

• • •

SEABROOK WAS NOT only *The American's* promotion manager: he was the promotion department . . . until I joined him as his one and only assistant. The two of us shared a secretary with James Needham, who headed *The American's* one-man merchandising department (and who is now on the sales staff of *The New York World-Telegram and The Sun*). We all sat in one small room on the second floor of the flat, triangular, two-story building at the intersection of Broadway and Central Park West at Columbus Circle, near the entrance to Central Park. We were a happy little group, and I learned a great deal from Seabrook.

His was a bohemian and adventurous spirit. He was an extreme individualist, original and unconventional in almost everything he did. He had a consuming curiosity. He wanted not only to know everything, but to see and try everything. He was learned on many subjects. He had studied in European as well as American universities. After college, he had tramped his way through Europe.

Before he became *The American's* promotion manager he had been a reporter on *The Atlanta Journal*, a city editor on *The Augusta Chronicle*, a reporter on *The New York Times*, a partner in an advertising agency (Lewis-Seabrook) in Atlanta. In World War I, he was a private in the French Army and was gassed at Verdun. He was born in Maryland and was living in Greenwich Village.

He had great charm and a magnetic personality. He was a fascinating conversationalist. Most women found him irresistible. He was handsome, in a Byronic way. He wore a thick, brush-shaped mustache. He had a habit of bending his head forward and looking up at you. And he could write.

He wasn't promotion manager of *The American* long. He had trouble with the publisher, Walter G. Bryan. After he was fired (I stayed on briefly), he wrote short stories for magazines and feature articles for newspaper syndicates and Sunday supplements. For a while he was on the staff of International Feature Service, a Hearst organization.

One of his earliest pieces during this period was a satirical story about the publishing business, in which the thinly-disguised and obnoxious villain was his recent boss. When it appeared in *Smart Set*, Bryan, not recognizing the portrait of himself, praised Bill lavishly for

his "very fine story." This disappointed Seabrook no end and robbed him of his revenge. (He told me that he had hoped Bryan would sue.)

Soon his restlessness and his insatiable curiosity took him to strange lands and into strange situations. He went to Arabia and lived with the Bedouins and the Druses. He went to Tripoli and lived in a monastery with the Whirling Dervishes. He went to Kurdistan and stayed with the Yezidee Devil Worshipers. He went to Haiti and spent a year with the Voodoo Worshipers. In Africa, he went all the way to Timbuctoo and back. He crossed and explored the Sahara Desert by airplane at a time when travel by air was far from common.

Out of these journeys came such best-sellers as "Adventures in Arabia," "The Magic Island," "Air Adventure," "Witchcraft." These, as well as "Jungle Ways," were illustrated with photographs taken by the author.

Late in 1933, at the height of his career, he persuaded his friends to commit him to a "mental hospital" because "I had become a confirmed, habitual drunkard. I knew that I was drinking myself to death and that I wanted to be stopped by force." Though the institution was unnamed, it was generally assumed to be Bloomingdale Hospital in White Plains (the Westchester Division of New York Hospital).

He was locked up for seven months, cured of his acute alcoholism, and proceeded to describe the experience in a new book which he called "Asylum" (Published in 1935 by Harcourt, Brace & Co., it, too, became a best-seller). He wrote the book, he said, "not as a reformer or a propagandist but as an adventure writer. It was, from first to last, the most fantastic and not-at-all-as-I-expected experience in my life up to now."

He was 59 when he died in 1945.

• • •

I DON'T KNOW how or why Seabrook got to be promotion manager of *The New York American*. But I know, and I'll never forget, how I came to be hired by him.

It was 1920, two years after the end of the first World War, and I was 26. Jobs were scarce and I would have taken almost anything—in almost any line. When I got out of the army, in December of 1918, there were so many ex-service men for every available job, that I finally gave up job-hunting, decided to go to Columbia, get another degree, and perhaps go into teaching. Now I had an M.A., didn't want to teach, and again couldn't find a job.

One day, having exhausted all other contacts and approaches, I barged into the downtown offices of the Veterans' Employment Bureau. This move was born of desperation, for the Bureau dealt mostly in jobs for skilled and unskilled laborers and clerical workers. People with a

\**Time*, in its page-long review, called Seabrook's "Asylum" an "easy, honest, idiomatic book which is of distinct value for the light it throws on psychotherapy."



higher education seldom resorted to it. The Bureau was impressed, apparently, by my degrees, told me of a job in the promotion department of *The New York American* which I might be able to fill.

I had no idea what a promotion department (or promotion) was. I thought it might have something to do with evaluating employees for their work and determining what promotion, if any, they deserved. And I didn't like *The New York American*. The Hearst papers were still accused of being unpatriotic, sensational and lurid. They were what people meant when they spoke of "yellow journalism." There were communities where *The American* was not allowed to be sold, homes where it was not allowed to be seen. Nice people, I thought, didn't read *The American* . . . and I couldn't believe that decent people worked for Hearst.

But I needed a job.

The man I was asked to see was William Seabrook. To my amazement, he suggested that we have the interview in Central Park. (It was April and the park looked great.) We sat on a bench and talked for an hour or more . . . mostly about the war, art, music, books, religion, Seabrook's hopes and dreams, the birds hopping all around us, the girls legs passing by us (skirts were very short in 1920, as they are after most wars).

I decided that I liked promotion; that intelligent men, and men of character, did work for Hearst; that Seabrook was swell. Fortunately, he offered me the job, and I became assistant promotion manager of *The New York American*.

My chief duty was to edit and produce *Exchanges*, a mimeographed house-organ "published frequently by the Hearst Newspapers . . . as the means for a CONFIDENTIAL exchange between the executives of the Hearst Newspapers of their most successful, tested plans, methods, ideas and experiments." This is from the masthead. Here, invariably, there was a communication from "The Chief," William Randolph Hearst, telling his editors, publishers, circulation and advertising people what he thought needed to be done, and how he wanted his papers run. Here there were minutes of Hearst conferences, reports of meetings, transcripts of speeches and resolutions. Editing *Exchanges* was a good way, and a fast way, for me to get acquainted with the Hearst operation and the Hearst philosophy.

• • •

SEABROOK TAUGHT ME more than promotion. We used to take 15 minutes for 50-cent lunches at Thompson's armchair cafeteria, across the street on Broadway—and walk for an hour or more through beautiful Central Park; talking, arguing, reasoning about everything. "Bull sessions in the Park," we used to call them.

Frequently we would spend lunch time at the Metropolitan Museum of Art at 82nd Street in the park. There Seabrook introduced me to the wonders of Benvenuto Cellini's gold cup. There he explained the background of the great masterpieces of art. There I saw and learned about paintings, statues, etchings, tapestries, ancient

things from ancient parts of the world which I might never have seen if I had not worked for Bill Seabrook. Being with him was a liberal education.

One week-end I took him home with me (as young men on their first job are apt to do with their bosses). I wanted him to meet my family. I wanted my mother and my clergyman father to know the man I was working for (and whom, by now, I worshipped). We lived in White Plains and I was unmarried.

Saturday afternoon, on a walk around Silver Lake, we came across an encampment of gypsies. You often saw gypsies around town 40 years ago. But you tried not to get too close to them. You tried always to give them a wide berth when you saw them coming down the street or when you came upon their pitched tents. The impression was that they weren't the safest or the cleanest people to be with. That's what mothers told their children.

But Seabrook had a different attitude. No sooner did he see the encampment than he made a bee-line to it, pulling me along. Once there, he talked to (and charmed) a number of the gypsies, male and female. One vivacious lady particularly interested him and he spent some time with her in her tent (I, of course, stayed outside). When he came out he said he found out that she had an uncle who was an important gypsy king or prince or chief, somewhere in Arabia. Seabrook got his name and address and a letter of introduction from the niece. He meant to look him up, he said, when he went to Arabia (Already he was planning that journey). Later I learned that the letter from the gypsy lady he met in White Plains brought him a royal welcome in far-off Arabia.

I had some misgivings about how Seabrook and my very religious family would get along Sunday evening. My father always ended the Sabbath with hymn-singing around the piano for everybody including visitors, no matter who they were; a reading from the Bible; and family prayers during which everyone had to kneel (and sometimes others, including visitors, were asked, without warning, to say prayers) I didn't know how the iconoclast, agnostic, scoffing Seabrook would take it.

I needn't have been afraid. To my surprise, he entered into everything happily. He knew most of the hymns and sang them with great relish and with no hesitation. He knelt for prayers like the rest of us, said a respectful goodnight to my father, kissed my mother goodnight—and off to bed we all went.

The next morning, on the commuter train to New York, I made some apologetic reference to the Sunday evening devotions.

"I tried to get father to skip it," I said. "But he wouldn't. He never does."

"I'm glad he didn't" replied Seabrook. "I liked it. As a matter of fact, it was the best goddamn evening I've had in years."

It seems his father, too, had been a minister.

And, of course, my family (including my sister, in her early 20's) was completely charmed by Bill and thought I was lucky to have him for my boss.

Which, indeed, I was. ■

*A proposal that AIA, AAAA, and ANA designate committees to define terms, decide what a common audit should include.*

## How To Get a Common Audit Of Business Publications

By William A. Marsteller



*William A. Marsteller is chairman of the board of directors, Marsteller, Rickard, Gebhardt and Reed, Inc. He has long been interested in the subject of a common audit of the circulations of business publications.*

**I**T WAS 12 YEARS AGO that the first concerted drive for a single, comparable audit of paid and free controlled circulation of business papers was launched by a group of space buyers.

Until a few months ago, little real progress had been made, despite the fact that resolutions were occasionally passed and repassed by advertising associations, and despite the fact that some of the biggest buyers of business paper space frequently restated their strong approval of what is now frequently called the "common audit." In my opinion, several strong forces were at work to prevent any very constructive moves:

1. The ideological battle between the paid and controlled publishers, not so much on audit forms as on

circulation methods. The difference in postage rates between paid and free publications was of course a dominant factor in this contest.

2. The lack of a general agreement among the buyers as to just how a common audit could be achieved, and lack of the facilities to arbitrate publisher discussions on the terms and methods of audit.
3. The fact that publishers understand the audit so much better than advertisers that in discussions, the buyers were usually hopelessly lost in difficult questions of details.
4. The fact that while most advertisers and agencies believe in a single, comparable audit in principle, few of them have been aggressive about obtaining such an audit.

5. The fear of many publishers that a common audit will involve new circulation record-keeping and auditing costs. This is especially true of new, fringe, or loosely-distributed publications.
6. The entrenched methods and managements of the principal auditing associations, which quite humanly have resisted pressures for change from the outside.

### Evaluation of Efforts

So, through the years, neither the Audit Bureau of Circulations nor the Business Publications Audit has attacked the problem head-on. On the public relations front, BPA was the clear winner. Concerning itself only with business publications, it has been able to move more rapidly in the direction of change, but in all fairness, it must be admitted that until very recently the changes were largely in the direction of improving the auditing of free circulation, which is entirely laudable but not really an answer to a complete, comparable audit of both paid and free circulation. ABC, except for a few tentative excursions into the periphery of the problem, has generally contented itself with "No comment" statements. This is not an attack on ABC; it is simply a statement of fact. With newspapers and general magazines in such a dominant role in its administration, the business paper problem has been shoved aside as a threat to paid circulation.

One other premise needs to be made: there can no longer be doubt that free, controlled circulation of business publications is going to exist alongside of paid circulation. Therefore, buyers are going to have to compare publications of both types, and are going to want equally searching audits of each.

Last July, in a speech at the Association of Industrial Advertisers' annual convention, despairing of ever getting open-minded and cooperative action of the two bureaus, and fearing the chaos which will result from spawning a variety of other substitute audits, I proposed the establishment of a new audit bureau, solely for the auditing of business papers, which would audit both paid and controlled with equally high standards and with comparability of audit data within the same fields.

"Astounding" is a strong word, but the reaction can hardly be described in any other way. Both BPA officially, and the ABC informally in an interview with its president, expressed willingness to take a new look at the problem. I have received more than 300 letters from publishers, agencies, and advertisers on the matter, running about nine to one in favor of some form of common audit. Surprisingly, a majority of business paper publishers themselves have given their stamp of approval to the principle. The publisher of *Domestic Engineering and Institutions* has bought space in the adver-

tising trade press to urge action along these lines. Nelson Bond, president of the Publications Division of McGraw-Hill, has suggested that ABC audit all paid of all business publications, and BPA audit all controlled circulation of all business publications, and that comparability of data be sought through joint meetings (if I understand his proposal correctly). Several AIA chapters have held meetings on the subject, and in New York and Detroit, for example, drew crowds equal to the largest meetings ever held.

### Climate for Action

So the climate has changed. In view of an expressed willingness on the part of ABC and BPA to get on with the job of giving the buyer what he has so long asked for, it has seemed to me that we should first try to get the common audit within the framework of the existing bureaus. This would, I think, be more economical and would get results much quicker if the bureaus are truly interested in keeping the business paper auditing functions they now have. So it seems to me we are now at a point where one of three things can be done:

1. Agreement between ABC and BPA on comparability of member books and methods, with each bureau then either auditing *all* circulation of member books completely, whether paid or free, or a plan along the lines of Nelson Bond's, where each bureau restricts itself to one type of circulation, so long as there is comparability of data.
2. A merger of the business paper auditing section of ABC and BPA into a new auditing bureau.
3. The establishment of a completely new business paper auditing bureau which would be competitive to the existing groups and would draw its membership from them. My correspondence files include letters from more than 20 business paper publishing firms who say they would quickly affiliate with such a group. Practically, however, it must be admitted there are far more publishing firms with a strong traditional and proprietary interest in ABC and BPA, and it is unlikely that they would desert either without a great deal of concerted pressure from the buyers.

### Something Must Give

Clearly, sooner or later, something is going to have to give. The question now is: how and when?

One exploratory meeting of ABC and BPA officials has been held under the sponsorship of the Media Practices Committee of the Association of Industrial Advertisers. This is a step toward some useful discussions to bring the problem to a solution.

It would be helpful, I believe, if this committee, and the counterpart committees of the American Association

of Advertising Agencies and of the Association of National Advertisers, would appoint two or three fully-informed advertiser and agency members of the committees to meet jointly prior to further meetings with the publishers to draw up a list of things that are wanted in a common audit. Such a group could outline the basic desires of the buyers, so that the business paper auditing groups would then have a clear set of stipulations for their own discussions to determine if they are prepared to give the buyer what he wants within the framework of existing bureaus.

A joint committee should start with a definition of terms, for publishers sometimes hide behind the different interpretations of such things as "verified," "group," "bulk," "franchised," and others.

The second thing such a committee should probably attempt to crystallize is the question of what a common audit includes. Many of us feel that such an audit needs to contain the following data:

#### **What Should a Common Audit Include?**

1. A breakdown of circulation into paid, controlled, or franchised, with subdivisions for individual,

group, bulk or association circulation where applicable.

2. A complete and common method of verification for free circulation, and for group, bulk, association, and long-term individual subscriptions.
3. All circulation classified by common industrial and occupational classifications.

There are of course other refinements which may be desirable. It should always be kept in mind, however, that to provide every last detail that any individual buyer may wish will raise the costs of auditing and circulation record keeping to the point where few business paper publishers will be able to participate. This would defeat the whole program and lead us backward to the absence of audits, or to substitute audits which will confuse, rather than confirm and compare. So the economic consideration must not be forgotten.

If AIA, AAAA, and ANA would designate members to such a committee, and if the committee set itself clear objectives, met regularly, and stayed together with an unchanged membership long enough to become familiar with the publishers' problems and to be available for consultations, I believe steady and solid progress could be made. ■

## **New Medium: Catalog File on Microfilm**

New vistas for industries employing design engineers and the firms who supply their components are opened up by "VSMF," the Microfilm Catalog File developed by the Technical Services Division of Rogers Publishing Company and Eastman Kodak's Recordak Company. VSMF (stands for "Vendors Specs Micro File") gives the components supplier a chance to better serve its customer-engineering firms by making his wares easier to find, hence easier to buy.

How much easier it is to buy is indicated by studies showing that the average engineer spends some six hours each week (at an average of \$8.00 per hour) hunting through voluminous stacks of catalogs for product and specification data. VSMF, says Technical Services, reduces this search time by 90 per cent.

First VSMF units are already in use, or being installed at 39 plants in the aircraft-missiles industry. VSMF will later be adapted for use by in-

dustries turning out everything from communications equipment to industrial machinery and appliances. Technical Services says it will license its copyrighted development to all comers.

#### **Advantage to Advertisers**

Vendor firms, or their agencies, some of whom send as many as 300 catalog copies a year to one customer, such as Convair, or General Electric, may now send one copy to Technical Services, whose coding engineers then work with buying firms to select only those pages that apply specifically to the space field.

At approximately four dollars per page, per year, for filming costs, Technical Services estimates that charges to vendors for a listing in VSMF will average but 25 per cent of what it now costs to supply and resupply plants with copies of catalogs that are often mislaid, mutilated, or just plain vanish.

Here's how the engineer uses VSMF:

It is leased to his firm, say Aerojet General, at an annual rental fee "less than the yearly salary of a file clerk." The engineer looks for his component in a copyrighted index of only 120 pages, cross referenced for easy use. This refers him to the reel of microfilm, or magazine, containing his information.

He inserts the magazine into the viewing machine. A high-speed control switch locates the applicable page within 15 seconds.

A magnified copy of the catalog page appears on a TV-like screen, and an attached photo-copy device quickly makes a picture of the page, which can then be taken back to the drawing board.

VSMF also shows the name and address of the nearest sales office of the company that makes the component. To keep information current, reels may be updated every four months, at vendor's option. ■



# An Analysis of Inquiries Produced by Business Papers

## PART I



1. *Republic Steel gives problem to Meldrum and Fewsmith.*
2. *65 Business publications studied.*
3. *Color vs. black and white.*
4. *Bleed vs. non-bleed.*
5. *Location and position.*

By A. E. Earley

### FACTORS AFFECTING INQUIRIES FROM BUSINESS PAPER ADVERTISING

In this issue and in July, MEDIA/SCOPE presents a 7,500-word study of how color, size, location, position, frequency, season, and other factors affect the volume of inquiries from and readership of advertisements in business publications. This discussion is based upon a four-years' study done by Meldrum and Fewsmith, Inc., Cleveland, for its client, Republic Steel Corporation. The two divisions of the subject are divided below according to the issue of MEDIA/SCOPE in which they are presented:

#### JUNE

Statement of the Problem  
Research Techniques Used  
Pattern of Response  
Color vs. Black and White  
Bleed vs. Non-Bleed  
Location in Publication  
Position

#### JULY

Advertisement Characteristics  
Coupon Response and Readership  
Monthly and Seasonal Patterns of Response  
Frequency of Publication  
Repeat Advertisements  
Duplicate Advertisements in Different Publications  
Putting the Study to Work

Readers of MEDIA/SCOPE will see immediately the

*Mr. Earley is vice president in charge of marketing services at Meldrum and Fewsmith, Inc. The marketing service group, at Meldrum and Fewsmith is comprised of the media department, the market research department, the field service department and business information library. During the time this study was being conducted, Mr. Earley was media director on the Republic Steel account.*

relationship between this study and the one by Dr. Daniel Starch ("An Analysis of 12 Million Inquiries") that appeared in this magazine in the first three months of 1959. The latter study analyzed the factors affecting inquiries from advertisements in consumer magazines; the Meldrum and Fewsmith study analyzes the factors affecting inquiries from and readership of advertisements in business publications. Dr. Starch's contribution was the most popular ever published by MEDIA/SCOPE, and resulted in thousands of reprints. It is believed that the present contribution under Mr. Earley's name will prove of like value to buyers of media in the industrial field.—*The Editor.*

(Continued on next page)



## Paper Dye Storage in STAINLESS STEEL assures pure colors, uniform quality

Shown above is part of a battery of color storage tanks recently installed by The Chlorine Paper Company at its paper mill in Chillicothe, Ohio. Fabricated from Republic ENDEX® Stainless Steel, the tanks are indicative of Chlorine's widespread use of modern stainless steel equipment in producing a wide variety of quality paper products.

*Why stainless steel?* Because no other commercial construction material offers the combination of chemical and physical properties so essential to the economical and chemical stages of processing.

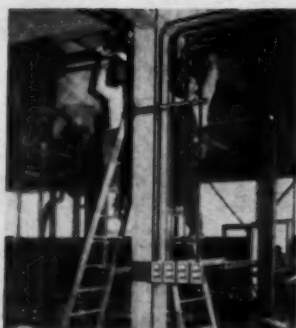
The use of stainless steel for color storage tanks assures pure colors and uniform quality. Stainless is inert to most chemicals and chemical compounds. It is non-contaminating. It provides maximum resistance to corrosion. Danger of such loss due to

inclusion of the oxides of corrosion or other contaminating matter is eliminated.

Equipment fabricated from Republic ENDEX® Stainless Steel starts paying off the moment it is placed in operation. It produces immediate savings in maintenance and cleaning costs. Produces long-range savings in extended equipment life.

You can be enjoying the advantages of faster production, elimination of scrap, reduced maintenance, lower costs, and higher product quality now. Your equipment supplier has all the facts on ENDEX® Stainless Steel. Contact him, or send us the coupon.

This example of the advantages of stainless steel is brought to you by Republic Steel in behalf of the stainless steel equipment manufacturers and the Republic Stainless Steel distributors—your local steel service centers.



**ASSURE CONTINUED PERFORMANCE** by protecting your stainless-steel piping system with Republic's "Natural" Coated Stainless Steel. This is the electrical coating that stops off corrosion. A fully-adhesive coating resists acids, alkalis, saltwater, etc. It is an anti-rust barrier that is impervious to fumes and vapors. Carbon-resistant, modern right joints are made by welding these stainless-steel pipes and fittings with plastic or steel-backed electrode tips that available in hot gas-treated rigid rods. Good for free liquid containing complex fumes.

**USE IN ADVANCEMENT OF LOW-TEMPERATURE** of steel alloys. Republic's new Fluoride Resin Coated Steel enables steel piping to be installed in any project height. These low-temperature pipes are recommended in low space situations. They standard 1/2" to 4" diam. and 1/2" to 4" wall thickness. They are made of steel alloys in various grades. Shipped in standard lengths, with features for quick and easy assembly. Send coupon for details.



**ASSURE PERFORMANCE AND MAINTENANCE** with a corrosion-resistant piping system of Republic's "Natural" Coated Stainless Steel. This is the electrical coating that stops off corrosion. A fully-adhesive coating resists acids, alkalis, saltwater, etc. It is an anti-rust barrier that is impervious to fumes and vapors. Carbon-resistant, modern right joints are made by welding these stainless-steel pipes and fittings with plastic or steel-backed electrode tips that available in hot gas-treated rigid rods. Good for free liquid containing complex fumes.



# REPUBLIC STEEL

*World's Widest Range  
of Standard Steels and  
Steel Products*

**REPUBLIC STEEL CORPORATION**  
DEPT. PP-4554  
1641 REPUBLIC DRIVE • CLEVELAND 1, OHIO

Send more information on:  
☐ ENDEX® Stainless Steel  
☐ "Natural Coated" S.S. PIPING  
☐ Fluoride Resin Coated Steel

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## An Analysis of Inquiries . . .

(Continued from preceding page)

**I**NQUIRIES ARE EXTREMELY important to many industrial advertisers. For the industrial advertising manager, they provide some much needed evidence of advertising's effectiveness. For the industrial sales manager, they provide the opportunity to supply additional pinpointed product information, as well as leads for both company and distributor salesmen.

Considerable data have been published on the subject of inquiry response. The best known and most widely used studies have been those made by Dr. Daniel Starch.\* The Starch inquiry analyses have dealt primarily with inquiry response to advertisements in large circulation consumer magazines.

"The Republic Steel Inquiry and Starch Analysis," covering a four-year period, deals solely with advertisements of products produced or fabricated by the Republic Steel Corporation which appeared in *business publications*.

### Republic Steel Media Strategy

In planning media strategy for the Republic Steel Corporation's product advertising, the great challenge is

\*Starch, Dr. Daniel, "An Analysis of 12 Million Inquiries," MEDIA/SCOPE, Jan., Feb., Mar. 1959; "An Analysis of 5 Million Inquiries," privately printed, 1930.

multiplicity of products and markets. We can say, literally, that every publisher listed in SRDS "Business Rates and Data" could come to us with a solicitation for space . . . and not be too far wrong. There is hardly a market Republic does not touch, to one degree or another. Obviously, such an all-inclusive media policy is completely impractical and would be disastrous in terms of dollars. We must be highly selective.

But, selective as we are, Republic Steel still is one of the larger users of the business press, with an investment of well over \$1 million a year. Currently, we are buying space in approximately 130 industrial and trade publications. This product campaign, which is placed in business publications, is actually only one part of Republic Steel's overall media strategy. Building corporate identity with selected segments of the public has always been important to this corporation.

Because many of the Republic Steel products are strictly commodity types which go to market without benefit of advertising other than corporate identity, some of this additional advertising, which runs in general and management media, is product-oriented. Other programs are directed to very specific audiences and utilize highly specialized media. Each program is designed to accomplish specific objectives, as well as to provide a backdrop for the product campaign.

Since 1930, Republic has grown from a large group of separate companies to a completely integrated steel com-

## Norton Pulpstones Prove...REPUBLIC COLD DRAWN BARS SHRUG OFF BRUTAL PUNISHMENT

Chewing ten thousand tons of whole logs into pulp is all in a day's work for pulpstones manufactured by the Norton Company, Worcester, Massachusetts. Maximum reliability is a must in every component.

This is a major reason why Norton specifies Republic Cold Drawn Steel Bars for production of anchor rods to hold abrasive segments to concrete cylinders. Since cold drawn bars show marked physical improvement compared with the same analysis, but rolled, they provide extra strength to absorb brutal in-service stress.

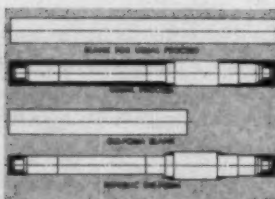
Beyond final product reliability, Republic Cold Drawn Steel Bars facilitate the severe forming combination of machining and roll-shaping required in steel production. Finally, finished and cost is far below the minimum made possible with former materials.

In addition to greater strength, hardness, and machinability which benefit the Norton Company, Republic Cold Drawn Steel Bars provide both size and cross-sectional accuracy, smooth bright surface, absence of scale, and close tolerance straightness.

It will pay you to check these characteristics against your product and production requirements. For further information, contact your local Republic representative or mail coupon.

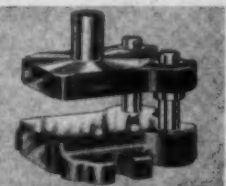


REPUBLIC COLD DRAWN STEEL provides a superior combination of roll-shaping and machining during production. The cold draw is subject to brutal punishment as pulpstones undergo high to normal stress. Republic Cold Drawn Steel Bars meet all demands with flying colors.



REPUBLIC COLD DRAWN STEEL requires less strength and concrete resistance in the roll manufacturing by the Union Manufacturing Company, New Britain, Connecticut. As a result, Union has standardized on Chemspring, Republic's exclusive low phosphorus, copper-free pig iron for maximum strength, free-free, easy-to-machine castings. Other notable characteristics of Chemspring include its exceptional ductility, close surface, and fine drawn grain structure. For complete information, clip and mail coupon.

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## REPUBLIC STEEL

World's Widest Range  
of Standard Steels and  
Steel Products

REPUBLIC STEEL CORPORATION  
DEPT. AD-2556  
1041 IMPROVED COLUMBIAN • CLEVELAND 1, OHIO

Please send me more information on:

☐ Cold Drawn Steel Bars    ☐ Chemspring Pig Iron  
☐ Cold Drawn L-shaped Steel Bars    ☐ Hot Bars

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

FOUR PRODUCTS are illustrated in each Republic Steel advertisement, one feature and three co-features, grouped according to market.

pany producing the world's widest range of basic and fabricated steels. However, there was growing evidence that many customers were not aware of the broad range of Republic's product mix. We knew, from our field service department contacts, of customers who were buying, let us say, stainless steel strip. This customer might not be aware that Republic Steel also made bolts and nuts . . . or mechanical tubing. These customers thought of Republic Steel primarily as producers of stainless.

Another customer might be buying a lot of tubing . . . and sending stainless orders somewhere else because he didn't know the range of products. Further, it was difficult for Republic's own salesmen to be fully familiar with all aspects of all products.

Resolving this situation was clearly a job for advertising. Advertising could group related products within a market and make each help sell others.

### Product Group Advertising

This is why, in 1954, we departed from our previous policy of specific product campaigns in specific markets—usually single-page insertions—and adopted what we call "Product-Group" advertising or "Multi-Product" advertising.

It is still true, however, that some products are so specialized, or some markets so specialized, that we do

continue a substantial amount of single-product advertising. In the main, however, our basic business paper campaigns are product-group advertisements.

It follows that the product-group advertising decision led us to choose media in terms of markets rather than in terms of the unique needs of a single product, as had been the practice in the past.

A double-page spread seemed to provide an ideal space unit for this product-group advertising. Within this unit of white space, we usually advertise four Republic products. Usually, one product is featured more prominently than others, either by a larger illustration, or in the headline, or with more copy, or some other device to bring it into prominence. We refer to this product as our "Feature." The other three products, normally enjoying less space emphasis, we have come to refer to as "Co-features."

Products are never grouped at random. They are always associated according to the market, according to end-use, method of distribution, means of fabrication, or other common denominator. The important thing is that related products are being related in print to help Republic Steel resolve a marketing problem.

This gave us a combined media and creative formula which seemed to meet Republic Steel's marketing requirements, and which could yield a by-product giving us proof of the validity of that formula.

(Continued on next page)



(Continued from preceding page)

One element in each of the advertisements in our multi-product campaign was a coupon. What could these coupons tell us? With proper statistical evaluation, these coupons could provide a method of determining the effectiveness of this advertising approach.

Concurrent with the development of this media strategy, a plan to determine the effectiveness of the multi-product approach was formulated. In January of 1955, the Research Department of Meldrum and Fewsmith, Inc., was commissioned to research this matter.

Under the supervision of Niles A. Nilson, director of research, the study started with these basic objectives:

- To measure, if possible, and to increase, where possible, the size and quality of the audience reached by our multi-product advertising.

- Next, to attempt a determination of the most efficient techniques of communicating with that audience.

This study was envisioned as a study in the proper use of white space. It was never intended to become a media study. But, since we have coded some 300 variables, media findings inevitably became a large part of the resultant information.

### Two Methods of Measurement

Two primary methods of measurement have been used:

1. An analysis of the coupons and inquiries received from the Republic Steel advertisements.

2. A study of the Starch readership ratings obtained by Republic Steel and by 11 major competitors in leading business publications.

Since coupon information is so basic to this study, I should like to make one more point about it: No particular effort was made in these advertisements to generate returns. The coupon simply was placed in each advertisement for the convenience of the reader.

### Coding Procedures

In order to accumulate the data, two coding procedures were followed. The advertisements were coded according to each publication, and information was recorded regarding the characteristics of the advertisement.

A second, or coupon code sheet was used to record the volume of response to each advertisement for each Republic Division and product listed on the advertisement coupon. All available Starch ratings were coded for both Republic Steel and 11 other leading steel companies.

Working with Dr. Fred C. Leone of the Statistical Laboratory of Case Institute of Technology in Cleveland, the data from both code sheets were key-punched on IBM cards, tabulated and analyzed statistically.

From a research standpoint, no new techniques were involved. This was merely a straight count of advertising responses and Starch ratings.

### 65 Business Publications Studied

Out of the approximately 130 publications included on Republic Steel's business paper schedule, 65 publications carrying this multi-product advertising were studied. In

most instances, at least two major publications were used to reach a market or function. These publications cover all of Republic Steel's major markets and functions. No new-product or inquiry type of publications were included in the study. Among the markets included were: metal-working, including automotive and aviation; petroleum and gas; the processing industries; heavy and light construction; and retail trade. Functions included were management, design engineering, architectural and purchasing. Using then current circulation figures only, these Republic Steel advertisements had the opportunity of being exposed to a total of approximately 105-million readers.

A total of 23,000 coupons or inquiries were received. Of this total, 17,000 were received as a result of direct coupons or letters, and 6,000 as a result of reader service or "bingo" card inquiries. These 23,000 responses totalled approximately 48,000 Republic Steel literature requests.

In addition to the coupon analysis, a total of 1,800 steel company advertisements, including Republic Steel, which had been rated by Starch, were studied. We were able to exert complete control over all record-keeping. For this reason we believe the completeness and accuracy of the basic response counts and Starch data for each of the 3,400 individual advertisements studied to be extremely high.

### Equating Inquiry Response by Publication

In processing data, each step taken offers an opportunity for some degree of error. In order to minimize error and to equate publications of varying circulations, response counts for each advertisement were converted into response per unit of circulation.

Let us assume that Republic advertisements appear in two publications, one with a circulation of 125,000, the other with a circulation of 43,000. If we receive 125 responses from *House & Home*, we get a response per unit of circulation figure equalling 100, whereas if we receive 43 responses from *Progressive Architecture*, we also get a response per unit of circulation equalling 100. In this manner we can equate books of different size. Furthermore, we can measure the effectiveness of one advertisement appearing in several magazines.

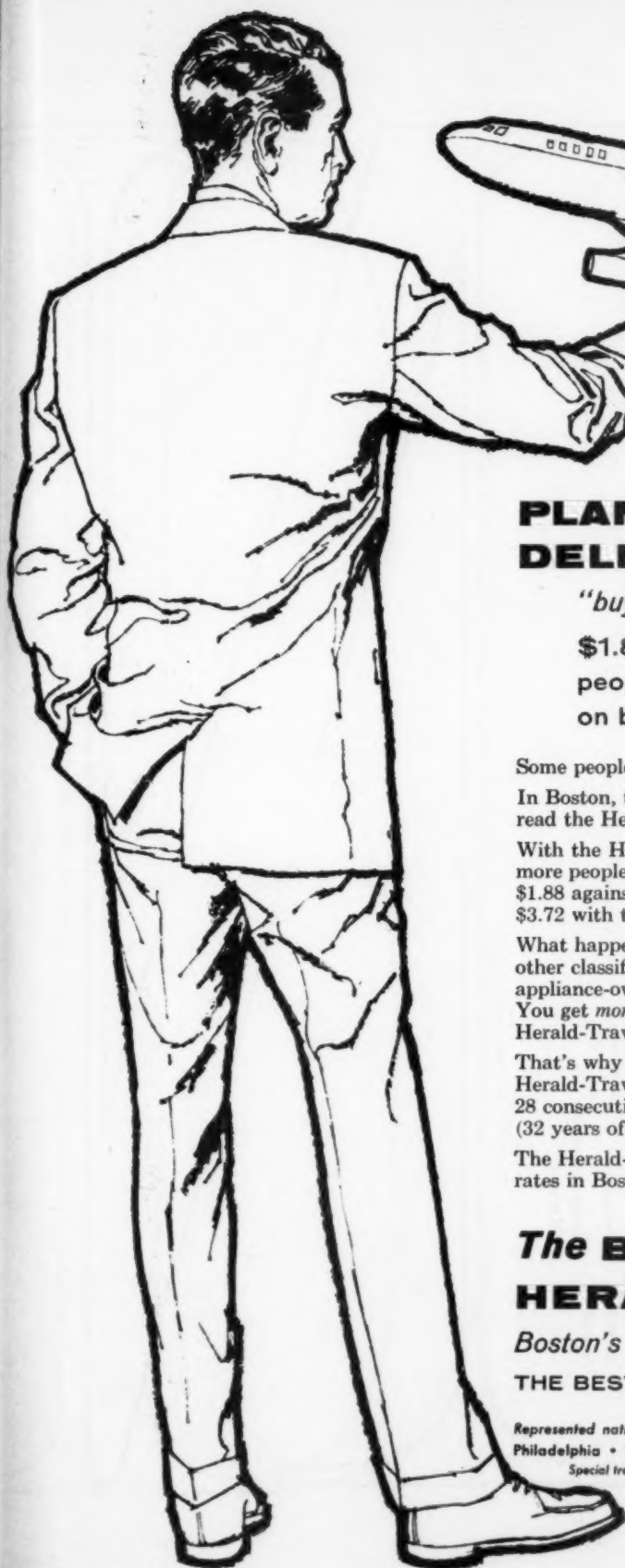
The usual ABC and BPA circulation statements, current to the period in which an advertisement ran, were used rounded to the nearest 1,000.

### BLUEPRINTING MORE EFFECTIVE BUSINESS PAPER ADVERTISING

What we found to be true for Republic Steel may or may not hold true for other industrial advertisers with different products, different markets, different distribution, different color of product, different marketing strategy. Importantly, the findings in this study underscore the dangers inherent in generalization. It should also be remembered that rather than determining copy or media strategy, this study was conducted to measure both.

(Continued on page 66)





## PLANE TRAVELERS DELIVERED *at lowest*

*"buy line" rate*

**\$1.88 per line per 100,000**  
people traveling by plane  
on business or pleasure

Some people fly. Others don't — yet.

In Boston, the people who fly are more likely to read the Herald-Traveler than other Boston papers.

With the Herald-Traveler you reach many thousands more people who fly and at a cost per 100,000 far lower — \$1.88 against \$2.67 with the second paper, \$3.72 with the third paper.

What happens with plane travelers is also true with other classifications of readers: home-owners, car-owners, appliance-owners, people with charge accounts, etc. You get *more of the people you want* with the Herald-Traveler.

That's why Boston stores have always given the Herald-Traveler the bulk of their business — 28 consecutive years of retail linage leadership (32 years of national leadership).

The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

## **The BOSTON HERALD-TRAVELER**

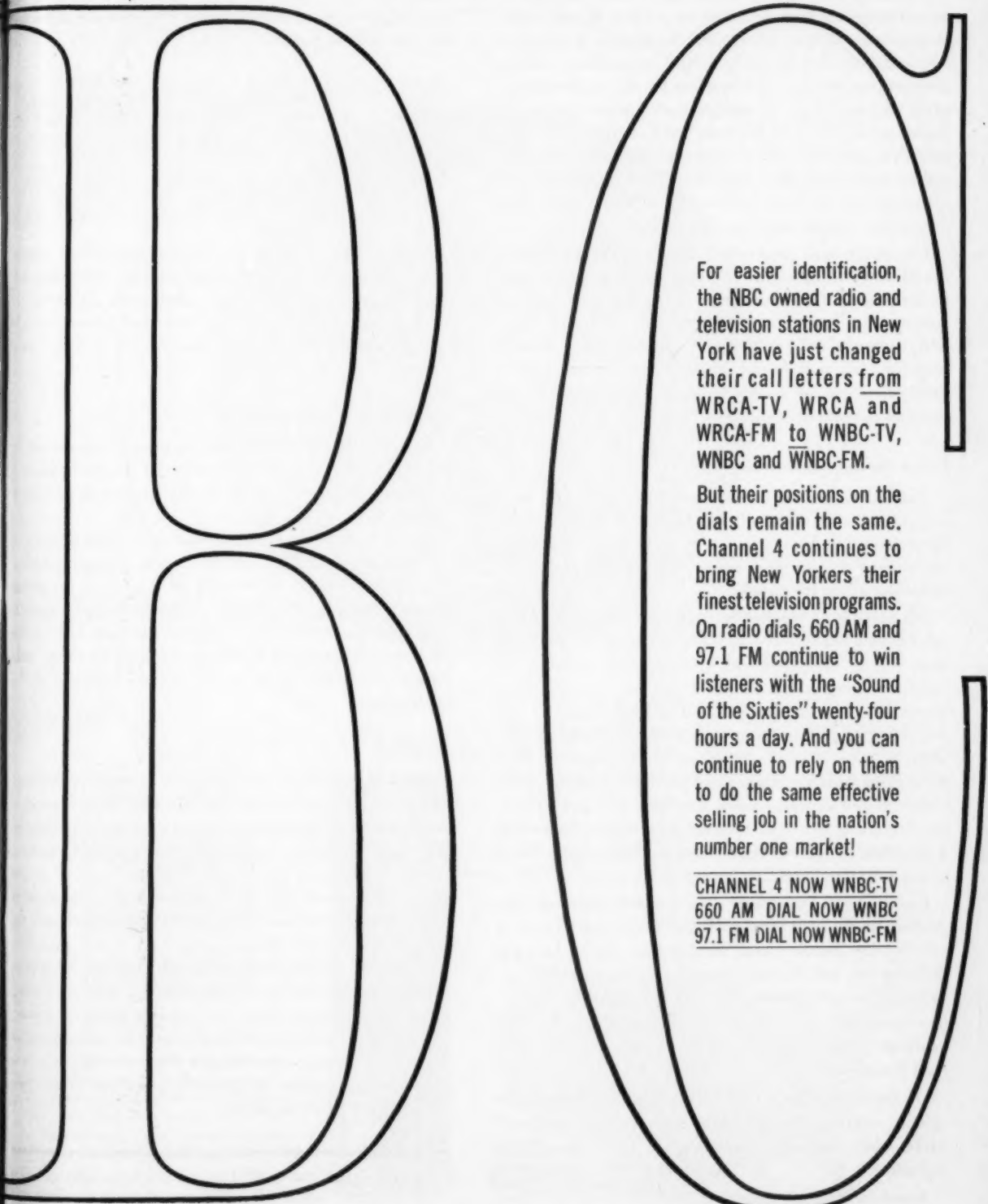
*Boston's home-delivered newspaper*

**THE BEST "BUY LINE" RATE IN BOSTON**

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**, New York  
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco  
Special travel and resort representative: **NAL WINTER CO.**, Miami Beach

The  
switch  
is to





For easier identification, the NBC owned radio and television stations in New York have just changed their call letters from WRCA-TV, WRCA and WRCA-FM to WNBC-TV, WNBC and WNBC-FM.

But their positions on the dials remain the same. Channel 4 continues to bring New Yorkers their finest television programs. On radio dials, 660 AM and 97.1 FM continue to win listeners with the "Sound of the Sixties" twenty-four hours a day. And you can continue to rely on them to do the same effective selling job in the nation's number one market!

CHANNEL 4 NOW WNBC-TV  
660 AM DIAL NOW WNBC  
97.1 FM DIAL NOW WNBC-FM

(Continued from page 62)

*Inquiry response is extremely small when compared with total possible advertising exposure.* According to this study, about 170 in every million subscribers respond to an advertisement with a coupon or a letter. When reader service card response is included, the average is raised to approximately 218 in every million subscribers. Advertisements appearing in publications having reader service cards perform similarly, whether the response criterion is reader service cards or Republic Steel coupons. Although statistical data are not conclusive at this time, there are strong indications that magazines with reader service cards pull more total responses to advertisements than magazines without reader service cards.

The study also established that whether measuring advertising by response to circulation or response to cost, performances of advertisements fall in the same relative position. It should be remembered, however, that these advertisements are not designed specifically for inquiry response, and that *known* inquiry response data for a publication was not a consideration in placing an advertisement in that publication.

#### **Color Versus Black and White**

You will recall that both coupon and Starch data were analyzed. On the basis of Republic Steel Starch scores, black-and-white advertisements receive higher readership scores than do two-color advertisements. There were no four-color ads in the sample.

For example, in publication A, two-page black-and-white ads run in 1955 received 24.9 Noted scores and 7.4 Read Most scores, compared with two-color ads running the same year which received 23.8 Noted and 7.5 Read Most scores. The same pattern followed in 1956. Based on our preliminary findings, we went to a schedule of black-and-white ads for 1957-58. Noted scores increased to 25.7, while Read Most scores remained about the same. In publications B and C, Noted scores averaged 13.7 and 19.7 respectively with two-page, two-color ads. Again, we went to a schedule of all two-page, black-and-white ads. Noted scores increased to the 20's in both publications.

Based on the complete data for all advertisements studied, we became convinced that the second color did not increase Starch scores for Republic ads in business publications, and in most instances the second color resulted in lowering the overall level of readership. This is, of course, not an across-the-board conclusion. We still continue to use a second color in instances where it is *truly functional*.

On the basis of total steel-industry Starch scores, four-color is significantly superior to two-color and black-and-white, while two-color is only slightly better than black-and-white.

Based on coupon response to Republic Steel ads, there is no significant difference in the performance of two-color ads compared with black-and-white ads. Again, there were no four-color ads in the sample.

#### **Bleed Versus Non-Bleed**

We have no doubt that the use of bleed increases readership. Because Republic Steel used very few bleed ads during the four-year period, our findings are based on total industry Starch Noted scores. For example, here are two four-year averages:

	One Page—B&W		Two-Page—B&W	
	Bleed	Non-Bleed	Bleed	Non-Bleed
Publication A	15.9	12.8	26.7	23.6
% increase		24%		13%
Publication B	21.4	15.6	24.0	24.6
% increase		37%		-3%

A slight anomaly exists for the two-page, bleed spread in publication B; however, when all data examined are combined, the evidence is overwhelmingly in favor of bleed. Similar analyses of both two- and four-color ads reveal a significant superiority for the use of bleed over non-bleed.

#### **Location in Publication**

Based on Republic Steel Starch ratings, placement of the advertisement in the first quarter of the publication is definitely superior, while the fourth quarter is definitely inferior.

On the basis of steel industry scores, the first quarter of the publication is best and the fourth quarter poorest. In both instances the second and third quarters are about equal. Using response to unit of circulation to Republic Steel advertisements as the criterion, the first half of the publication is superior to the second half. There is little difference between the first and second quarters of the publication.

#### **Position**

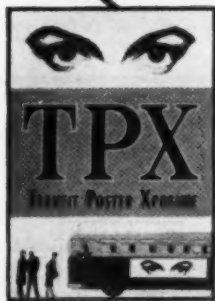
While the product group format (two-page spread) represents the major part of Republic Steel's product advertising, one-page advertisements are used to advertise individual products to some highly specialized markets. Starch findings, for the total steel industry use of single-page ads, showed that the right-hand page location is better than the left-hand page location. Furthermore, the right-hand page ad facing another ad is superior to a right-hand page ad facing editorial material. This may come as a surprise to many media buyers who are paying a premium to get a client's ad opposite editorial matter. We can say, however, that from a statistical standpoint, as far as steel industry advertising is concerned this is a fact: *an ad facing another ad generally performs better than an ad facing editorial matter.*

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*In July MEDIA/SCOPE, Mr. Earley will discuss advertisement characteristics, relationship between coupon-response and readership, monthly and seasonal patterns of response, frequency of publication, repetition of advertisements, and other findings from this study of importance to buyers of media.*  
—The Editor.



*market saturation  
where it counts...*



For documented facts, every advertiser and agency should see the new Transit Poster Xposure sound-color strip film. It reveals the new Politz technique in measuring exposure factor in transit advertising. We'll gladly schedule a showing date for you.



National Sales Offices

35 E. Wacker Drive, Chicago 500 Fifth Avenue, New York

Representing Transit Advertising in more than 250 major markets across the nation.

most where there are the advertising circulates your message most people are. You get maximum exposure in the densely populated urban areas. And, that's your most profitable market.

The Transit Poster Xposure Study by Alfred Politz Media Research documents 120,000 *actual exposures* of a single outside King Size Poster in one month. That's equal to 3,225 *actual ad exposures* per dollar. And, Politz is not talking about traffic count. He's talking about *actual ad exposure!*

When you want to saturate a market and ring up more sales, then back up your media program with transit advertising . . . *it sells all the way to the store.* Ask us for facts about any of the markets we represent.

# REACH OR FREQUENCY

## With Print Media?

*A discussion of print media audience duplication and accumulation*

By Bernard H. Ober

**W**HEN AN ADVERTISER BUYS space in an issue of a publication, he reaches a particular audience. When this advertiser buys additional space, either in a subsequent issue of the same publication, or in a different publication, the additional advertising effort reaches some of the people already exposed to the first insertion, but it will also add a certain amount of new audience, that is, readers who have not been exposed to the first insertion. Some print media advertising efforts are purposely oriented toward repeated exposure, while others are specifically oriented toward stretching the audience "reach."

The terms commonly used in discussing various aspects of multiple print media exposure, are as follows:

**Duplicated Audience.** The audience reached more than once by several issues of the same publication, or by several issues of different publications.

**Cumulative, or Unduplicated Audience.** The audience reached at least once, i.e., once or more, by several issues of the same publication (usually referred to as cumulative audience), or by several issues of different publications (usually referred to as unduplicated audience).

**Total Audience Impressions.** The total exposure provided by several issues of the same publication or several issues of different publications, regardless of whether the audience is duplicated or unduplicated. Thus, a person exposed to two issues would be counted once in the unduplicated audience, but counted twice for total audience impressions.

**Average Exposure.** The average number of times the cumulative or unduplicated audience has been exposed to several issues of the same publication, or several issues of different publications. Average exposure is computed by

dividing total audience impressions by the cumulative or unduplicated audience. Thus, the greater the rate of duplication, the higher the average exposure, and conversely, the greater the audience accumulation, the lower the average exposure (both situations based, of course, on comparable total audience impressions).

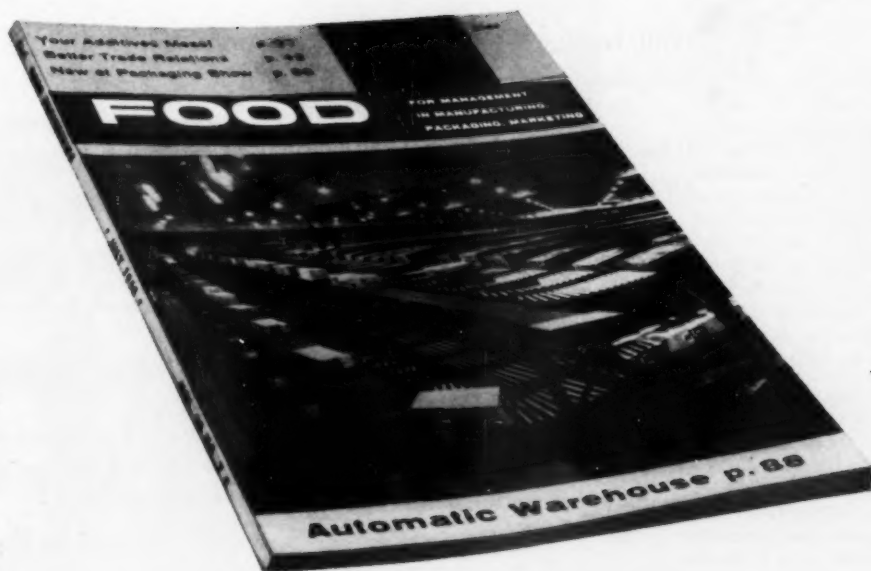
To illustrate the difference between audience duplication and audience accumulation, let us consider two successive issues of a magazine with one million readers. The two possible extremes between audience duplication and audience accumulation would be as follows:

	Maximum Possible Duplication	Maximum Possible Accumulation
	(everyone reading issue 2 has also read issue 1)	(none reading issue 2 has read issue 1)
Issue No.1	1 MILLION	1 MILLION
Issue No.2	1 MILLION	1 MILLION

Total Audience Impressions:	2 million	2 million
Duplicated Audience:	1 million (100%)	none
Cumulative Audience:	1 million	2 million
Average Exposure:	2 issues	1 issue

Audience duplication and accumulation rarely occurs at the extreme levels illustrated above, but rather, at levels somewhere between these extremes. At comparable single issue audience levels, exposure to several issues of the same publication usually results in greater duplication

(Continued on page 72)



Why did we buy it?



# Why, we bought it for you, of course!

As you may have heard, Chilton is the new publisher of FOOD Engineering. Since you have advertising dollars invested in this publication, or have counselled others to do so, or may even now be contemplating such a worthy investment, we feel we owe you an explanation.

Why did we buy FOOD Engineering? We really bought it for you. And that's a good, hardheaded, selfish reason. Because if it's good for you, it's good for Chilton...

1. FOOD Engineering is, and has been for some years, the leading publication in its field.
2. It has always been published and edited to the highest standards, and we are proud to have it a Chilton publication.
3. It covers a field which is basic, huge and certain to grow even larger.
4. It is completely non-competitive with any other Chilton publication.
5. The Publisher, Editor, and other key members of the staff are coming with it, and will be welcome additions to the Chilton staff.
6. It fits perfectly into our whole picture, and is a logical step in our expansion program.

P.S. Everything's been going so smoothly in this transaction, we almost forgot to tell you that we begin (or continue?) publishing FOOD Engineering with the July issue. As of June 1, please mail all plates, copy, orders, communiques to *FOOD Engineering, A Chilton Publication, Chestnut & 56th Sts., Philadelphia 39, Pa.*



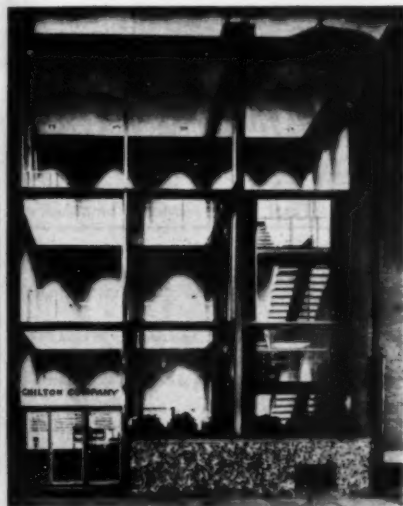
If it's good for you,  
it's good for Chilton



*It keeps you in step with changing market conditions.*



*Food management men read it, prefer it.*



*FE's new front door. Come in, any time, and get acquainted with Chilton's people.*



*Editor Frank Lawler, Publisher "Bud" Riddell talk FE's bright future.*

# Chilton

COMPANY Chestnut and 56th Streets Philadelphia 39, Pennsylvania

Aircraft & Missiles • Automotive Industries • Boot & Shoe Recorder • Butane-Propane News • Commercial Car Journal • Department Store Economist • Distribution Age • Electronic Industries • Food Engineering • Gas • Hardware Age • Hardware World • The Iron Age • Jewelers' Keystone-Circular • Motor Age • Optical Journal • Product Design & Development • The Spectator • Chilton Research Services • Business, Technical and Educational Books

**LEADER IN ITS FIELD . . .** 32-year pioneer all-food industry publication...consistent winner all reader preference studies. Look for Chilton's modern circulation practices to build quality on quality. You want *leading* publications. So do we.

**HIGHEST EDITORIAL STANDARDS...** FOOD Engineering has led the way for better management methods, improved production and engineering techniques, packaging-at-a-profit and, more recently, marketing as it affects the job of every food plant manager. McGraw-Hill's editorial standards are as impeccable as Chilton's. Nothing less is good enough for the reader, nor for you.

**HUGE, BASIC, GROWING MARKET...** Ask your wife. The nation's food bill last year passed \$70 billion (\$54.7 billion at mfg. level). 1960 outlook . . . sales up 5.5%, profits up 7.5%, new plant and capital spending up 6%. Over 42,000 (U.S. Census) plants, an estimated 100,000 food company units. Watch Chilton's M-A-P (Marketing Assistance Program) grab hold of this field's vital statistics for you . . . to nail down the biggest-spending units, the buying power of the FE audience, product by product . . . to plan ahead with you.

**COMPLETELY NON-COMPETITIVE...** Today Chilton's 17 topflight publications deliver diversified, consequential markets, serve reading and buying interests ranging from automotive parts to zoomar lenses. Alphabetically, FOOD Engineering tucks in nicely right between *Electronic Industries* and *Gas*. Industrially, it means Chilton moves into another major market for you with its sights set to give you a medium of the stature of *The Iron Age* or *Automotive Industries* in their respective fields. It broadens our scope, enhances our editorial "intelligence", enlivens inter-company exchange of publishing ideas. It couldn't be more compatible — for you or for us.

**KEY STAFF UNCHANGED . . .** Grahame Riddell, present FOOD Engineering publisher, leads the parade to 56th and Chestnut, along with Editor Frank Lawler, who is already planning improvements and refinements in content. FE's reporter-writer specialists in technical-engineering, production, packaging, marketing, as well as other folks you like to do business with . . . they're aboard. What a superior staff we have to build on!

**ANOTHER "RIGHT STEP" FORWARD . . .** For the past 5 years, as you know, Chilton has pursued a forward-looking development program, marked by the addition or creation of such excellent publications as *Aircraft & Missiles*, *Butane-Propane News*, *Electronic Industries*, *Product Design & Development*, as well as the expansion of facilities of its established properties. This is reflected in the vastly increased number of readers we now serve, in new and welcome editorial responsibilities, in expanding, enlightened research operations, and in helping you take your goods to market at better profit. And, significantly, in our corporate good health. We want you to feel, as we do, that FOOD Engineering couldn't be in better hands.

(Continued from page 68)

than exposure to several different publications. This may be illustrated with the following data from the 1956 Life-Politz study:

	Household Impressions	Unduplicated Household Reach	Average Household Exposure
	(Millions)		
One issue of <i>Reader's Digest</i>	17.7	17.7	1
One issue of <i>Life</i>	15.3	15.3	1
Two issues of <i>Reader's Digest</i>	35.4	22.8	1.55
One <i>Reader's Digest</i> plus one <i>Life</i>	33.0	25.2	1.32

Thus, even though two issues of *Reader's Digest* delivered more total household impressions than did one issue of *Reader's Digest* plus one issue of *Life* (35.4 vs. 33.0 million), the latter combination attained a greater unduplicated household reach (25.2 vs. 22.8 millions).

Studies of audience accumulation and duplication are occasionally commissioned by individual publications. The various Politz studies for *Look*, *Life*, *Saturday Evening Post*, and *Reader's Digest* are cases in point. However, for maximum value to the space buyer, such data should be available on a continuing, standardized basis.

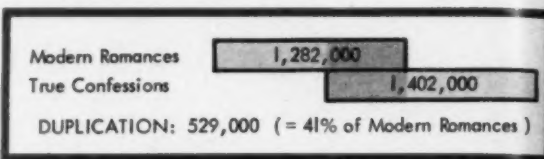
To date, there is no syndicated research service providing such information for newspapers, nor is there a service providing data on audience accumulation by successive issues of the same magazine. The one measurement that is available on a standardized, periodic, and extensive basis, shows duplication of primary readership\* of consumer magazines. This measurement is provided by the Starch "Consumer Magazine Report." (See also "Basics in Audience Measurements," No. 6, MEDIA/SCOPE, February 1960.)

### "Consumer Magazine Report"

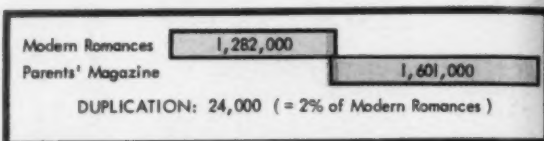
The Starch "Consumer Magazine Report" shows duplication data for all combinations of two among the 54 magazines and Sunday supplements which it covers. Additionally, this report provides a formula for estimating the duplication obtained by three or more publications; the Starch organization claims that estimates derived with this formula yield reasonable approximations to actuality. Where precise information is needed about such duplication of three or more publications, direct tabulations of the original interview data may be purchased from Starch. For example, an advertiser might ask for a tabulation to establish whether the combination of *Good Housekeeping*, *Ladies' Home Journal*, and *Better Homes & Gardens* reaches more different women readers than the combination of *Good Housekeeping*, *McCall's*, and *Everywoman's Family Circle*—each group having a combined circulation of approximately 15½ million.

\*Primary readership refers to readership by members of households in which the publication was originally purchased; pass-along readership outside these households is excluded.

The 1960 "Consumer Magazine Report" is based on 33,000 interviews conducted between July 1958 and June 1959. According to this report, *Modern Romances* and *True Confessions* duplicate as follows, in terms of primary female readers:



In contrast, *Modern Romances* and *Parents' Magazine* duplicate this way:



As shown, 529,000, or 41 per cent of the 1,282,000 primary female readers of *Modern Romances* also read *True Confessions*, whereas only 24,000, or 2 per cent also read *Parents' Magazine*. Thus, as expected, the two magazines with similar editorial appeal produced a substantially higher rate of duplication than did the two magazines with dissimilar appeals.

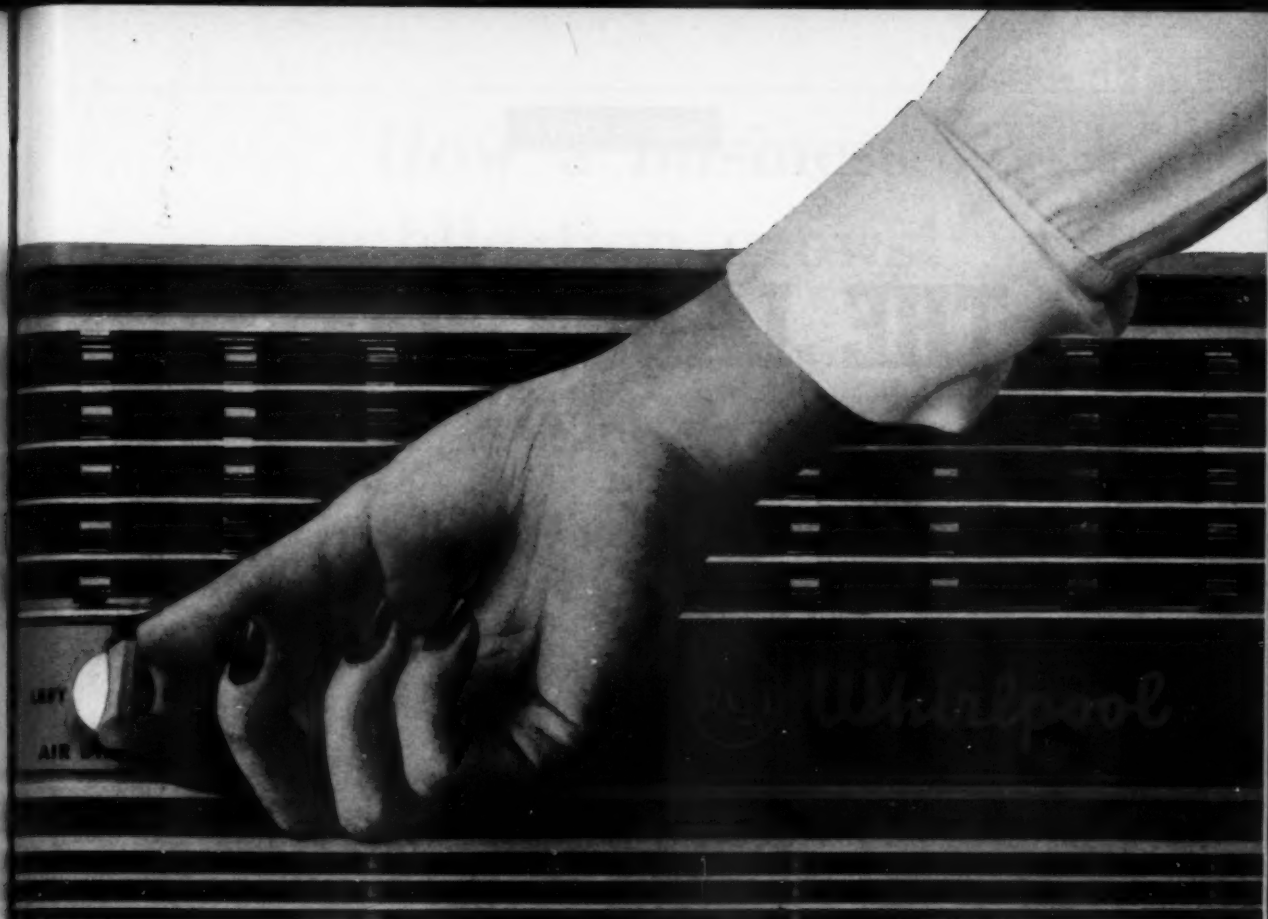
Since audience duplication works in the exact opposite direction from audience accumulation, *Parents' Magazine* adds substantially more new, or unduplicated readers to *Modern Romances* than does *True Confessions*:

Primary Female Readers Reached at Least Once, With—	Total	Increment To Modern Romances
Modern Romances	1,282,000	—
Modern Romances plus True Confessions	2,155,000	873,000 (+68%)
Modern Romances plus Parents' Magazine	2,859,000	1,577,000 (+123%)

Since both magazines have a relatively high rate of duplication with each other, *True Confessions* increases the unduplicated audience of *Modern Romances* by only 68 per cent. In contrast, *Parents' Magazine*, whose duplication with *Modern Romances* is minimal, increases the latter's unduplicated audience by 123 per cent.

This discussion should not close without reiteration of the caution voiced in previous articles in this series: the media equation encompasses many different variables. Audience duplication is only one of these variables, each of which should be evaluated not only by itself, but also in relation to all the other relevant factors.

Bernard H. Ober is manager of research at William Esty Company and adjunct professor in marketing at Pace College. This is the seventh in his current series on "Basics in Audience Measurements," the last previous discussion, in February 1960, concerning "Selectivity in Print Media Buying."



# Whirlpool makes them...LOOK sells them

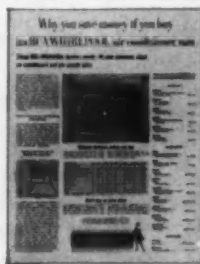
"Look's ability to move appliances is the big reason we have scheduled 22 pages in Look in 1960, covering all five of our product divisions," says L. W. Howard, General Manager of Advertising, Whirlpool Corporation.

Whirlpool, manufacturer of RCA WHIRLPOOL home appliances, has advertised in Look Magazine every year since 1953. In 1960, Whirlpool's LOOK volume will hit a new peak of 22 pages, with five pages for air conditioners running *exclusively* in LOOK among all consumer magazines.

Explains Advertising Manager Howard: "We know from experience that LOOK attracts the kind of family audience we want in selling our full line of home appliances—washers, dryers, refrigerators, freezers, dishwashers, vacuum cleaners, ranges, air conditioners. And this family audience *responds* to LOOK in ways that pay off in our dealers' showrooms."

Still another factor contributing to LOOK's selection as a key Whirlpool medium is unmatched regional flexibility. Because of it, Whirlpool was able to launch its 1960 air conditioner campaign in the May 10 issue with a *twenty-one-way* geographic split involving listings of more than 900 dealers.

In the first quarter of 1960, *only* LOOK—among all major magazines in America—attained record highs in circulation *and* advertising revenue *and* advertising pages. One reason for this evidence of unmatched vitality is LOOK's outstanding ability to produce sales results. For LOOK *means* sales.



**LOOK  
MEANS  
SALES**

# THE LABOR PRESS

What is it  
How to use it

By Alexander Smith



Alexander Smith is president of Trade Union Advertising, Inc., New York, representative for labor publications. He also heads Union Advertising Service, which specializes in publicity and promotion for unions and manufacturers of union-made products. Through these two organizations he has since 1941 worked in the development of advertising in labor's own media.

**P**EEK into the wallet of a \$1.50-an-hour laborer or a \$10,000-a-week entertainer, a construction worker 50 floors above the street or a coal miner hundreds of feet below it, a stonecutter in Vermont or a waitress in Texas, a trans-oceanic airline pilot or a blacksmith employed at a race track, a glassblower in Washington, Pa., or a messenger in Washington, D. C., a musician in North Dakota or a postal employee in North Carolina . . . and quite likely you will find one thing shared in common by them all: a membership card in a labor union.

Today in the United States, more than 18 million men and women are members of the organized labor movement. Of these, 13 million belong to unions comprising the giant amalgamation: the AFL-CIO. The others may belong to such major independent unions as the various railroad brotherhoods or the United Mine Workers, or to unions which have

been ousted from the AFL-CIO union.

Despite the diversification of occupations, wage scales, social and educational backgrounds, political points of view, and other factors which would inevitably cover the gamut of extremes when applied to 18 million individuals, there are certain affinities of interest which more than outweigh the dissimilarities. It is these affinities which have created what can rightly be termed The Labor Market.

Though the bonds uniting union members may outwardly appear to be nebulous, they possess a surprising degree of tenacity. One important reason for this is the faith which members have in their own unions.

Estimating the average union family to consist of four individuals, and making allowances for instances of two or more union members in a single family as well as for unmarried unionists, it becomes apparent that

(Continued on page 77)



# How a business publication grows!

## 1. Get an idea

### *M/s* implementation

Serve the media-buying function. Devote every issue wholly and exclusively to the buying interests of buyers of advertising. (1957)

## 2. Translate it into reality

### *M/s* implementation

Publish four pilot issues to show that it can be done. (1957)

## 3. Launch it

### *M/s* implementation

A monthly publication with 15,000 distribution among buyers of advertising. (Oct. 1957)

## 4. Sell advertising

### *M/s* implementation

1st full year: 358 pages  
2nd full year: 701  $\frac{2}{3}$  pages  
1st six months, 1960: 454  $\frac{1}{2}$  pages  
up 52% over comparable period of 1959.

## 5. Apply for audit

### *M/s* implementation

Starting with July issue, *M/s* will look forward to annual BPA audit. We expect to issue the results of the initial audit report in January of 1961, covering the last half of 1960.

*Media/scope*, now in its third year, concentrates *editorially* on media matters and *distributionally* on buyers of advertising. Application for BPA membership is the planned and logical next step in *Media/scope's* department.

*Media/scope's* editorial role—to serve the media-buying function—is shared with no other publication. *Media/scope's* editorial concentration attracts a readership concentrated on buyers of advertising. Advertisers find *Media/scope's* dual concentration unique—and effective.

## *Media/scope*

published by Standard Rate & Data Service, Inc.

WALTER E. BOTTHOF, Publisher

5201 Old Orchard Rd., Skokie, Ill.

420 Lexington Ave., New York 17, N. Y.

Don Harway & Co.,

1709 West Eighth St., Los Angeles 17, Calif.

James H. Cash Co.,

818 Exchange Bank Bldg., Dallas 35, Texas



# "ELECTRONICS"

An original woodcut especially conceived for Space/Aeronautics by

*Jim Barton*

(A full-size, color reproduction without advertising copy, suitable for framing, is available without charge.)

"E"

...O  
bas  
tec

The mer  
In the  
abreast  
pulsion  
technol

These m  
torial D  
for the  
technical  
and pro  
aircraft,

This "Te  
sets SPA  
all the  
Aerospa

space

► propul  
► electro  
► materi  
► structur  
► guidan  
► testing

205 East  
Media/scope,



## ...one of the basic aerospace technologies

The men who make the technical decisions in the Aerospace Industry must keep abreast of the "state-of-the-art" in propulsion...as well as the other aerospace technologies.

These men depend on the "Technical Editorial Depth" of SPACE/AERONAUTICS for the information they need to make technical decisions in design, development and production of advanced systems for aircraft, missiles and spacecraft.

This "Technical Editorial Depth" is what sets SPACE/AERONAUTICS apart from all the other magazines serving the Aerospace Industry.



- ▶ propulsion
- ▶ electronics
- ▶ materials
- ▶ structures
- ▶ guidance
- ▶ testing
- ▶ dynamics
- ▶ electro-mechanics
- ▶ pneumatics/hydraulics
- ▶ extreme environments
- ▶ ground support
- ▶ data processing

A Conover-Mast Publication

205 East 42nd Street, New York 17, New York

## LABOR PRESS

(Continued from page 74)

the economic well-being of from 50 to 60 million Americans is directly dependent upon the wages earned by union members. Statistics on the income differentials between union workers and those in similar occupational categories who are unorganized reveal that the former do approximately 15 per cent better. Other factors which must be taken into account include participation in pension plans, paid holidays, special compensations for overtime and hospitalization, and life insurance plans.

The weekly newspaper or monthly magazine published by his own labor organization is *must* reading for the union man. It is devoted primarily to bread-and-butter news, reports on wages, working conditions, pension policies, potential strikes, vacations, and the dozens of additional factors which directly concern the average worker's attempts to provide a living for himself and his family.

### The "Buy Union" Movement

For many years, the labor press has been waging an educational campaign to induce union members and their families to buy union-made products. As a result of this promotional program, millions of consumers ask for union-made products or look for the union label on anything from a package of cigarettes to a typewriter.

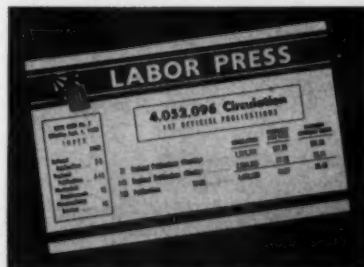
The campaign to "Buy Union" received considerable impetus several months ago when George Meany, president of AFL-CIO, spoke out against labor legislation enacted by the last Congress. "In order to counteract some of the bad provisions of the (Landrum-Griffin) bill," Mr. Meany told delegates to the 50th anniversary convention of the AFL-CIO's Union Label and Service Trades Department, "it will be necessary to use the union label method by which American workers have a right . . . to tell the world and to tell their fellow workers that this or that article is made under union standards and union conditions, and that it should be purchased by those who believe in the ideals of the trade union movement."



LABOR MAGAZINES appeal to specialized groups within labor such as the postal employees who receive The Postal Record.



LABOR NEWSPAPERS are often tabloid size, like this AFL newspaper in Milwaukee.



RATE CARD lists rates and circulation for 166 national and regional publications represented by Trade Union Advertising.

Spearheading the AFL-CIO's "Buy Union" campaign is its own Union Label and Service Trade Department. (Continued on page 78)

# Traffic World

is  
the weekly  
newsmagazine  
of  
transportation  
management\*  
in every industry  
and in every mode  
of transportation

\*  
the men who set transportation policies in their own organizations and collectively form the national transportation policy—industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad  
in SRDS Class. 148

## LABOR PRESS

(Continued from page 77)

In virtually every state and major city throughout the United States, union label councils made up of dedicated trade unionists are actively at work educating union members throughout their territory on the necessity of "Buying Union." Brand names of products produced by companies which employ union members are widely publicized, and union families are asked to buy them.

### "Union Made" Exhibits

Among the promotional techniques adopted by the AFL-CIO's Union Label Department to popularize union-made goods and services is its annual Union Industries Show. Held in a different city each year and open without charge to the general public, these exhibits regularly attract crowds numbering in the hundreds of thousands during their week-long runs. Exhibitors include manufacturers of union-made goods as well as unions themselves. Regular exhibitors include Schenley, American Tobacco Co., Philip Morris, Reynolds Aluminum Co., Lee Overalls, P. Lorillard Co., Sears-Roebuck, Brown & Williamson, Seagram Distillers, and R.C.A.

Surveys among merchants in cities where Union Industries Shows are held invariably reveal a sharp increase in sales of union-made products which are on display. At one recent show, a local jeweler placed a small sign beside a booth promoting union-made watchbands. The sign announced that the bands were on sale at his shop in the same block as the exhibit hall. The bands, incidentally, were considerably above average in price. Within hours after the show opened its doors on the first day, the jeweler had to remove his sign—he had ordered what he imagined was an unusually large stock of these watchbands, but it hadn't been nearly sufficient to meet the demand.

Makers of gas and electric ranges, such as Florence Stove Co., and Sears-Roebuck, report that their sales shoot up in cities where these shows display their products. The Maico Company reported that they secured more prospects for hearing aids from one such show than they ever had secured be-

fore from any other type of exhibit participation.

On a somewhat smaller scale than the Union Industries Shows are the labor-management exhibits sponsored annually by the Union Label Departments of the major industrial states.

Still another means of promoting union-made products is that utilized by State Federations of Labor in renting large exhibition areas at their respective state fairs. Valuable door prizes—e.g., Remington Portable Typewriters—help insure that the exhibit will attract maximum visitors.

Women's auxiliaries of unions also carry on campaigns to promote the sales of union-made goods.

### Labor Press Likes Advertising

An effective way for a manufacturer of union-made products to reach a concentrated bloc of union consumers is through the labor press. Of the 500 or so union publications, about 165, with a combined circulation exceeding 5 million, have thus far opened their columns to advertisers.\* Editors of labor publications have the authority to reject any advertisement which they believe features untrue claims, poor value, or is in questionable taste. Primary criterion for the acceptability of any advertisement, however, is whether the company is considered to be "fair to labor." If there is a strike or lockout in progress at the company, rejection is automatic.

In the field there are both national and regional publications. Agency commissions are usually standard. Circulations may be ABC or sworn. Most of the weeklies appear Fridays and close Tuesday or Wednesday of the same week.

In 1955, a detailed survey of consumer preferences among readers of the railroad labor magazines was undertaken by Media & Markets, a business research organization. A total of

\*SRDS "Consumer Magazine Rates and Data" lists several of these publications, and SRDS Newspaper Rates and Data lists the Trade Union Advertising group of labor newspapers or magazines in the Special Newspaper Advertising Services section.—The Editor

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**HEADLINE AT TOP of this advertisement was added when it ran in labor press. Same advertisement ran in general media without special heading.**

6,676 questionnaires were mailed to conform with geographical circulation patterns throughout the United States; 462 usable questionnaires were returned. Each questionnaire consisted of four 8½x11 pages with nearly 100 questions.

The results of this survey showed that:

89.2 per cent said they read their magazine regularly.

35.3 per cent read each issue in its entirety.

49.3 per cent read most of it.

47.4 per cent had subscribed for more than 10 years.

Average readership per copy was 2.33 persons; 69 per cent of the wives of subscribers returning the questionnaire were among the regular readers; 74.5 per cent said the copy was read by other members of the family; 18.4 per cent said it was read by others outside the family. Average age of

subscribers was 45.4 years, and the size of the average family living together was 3.9 members.

One especially revealing statistic is that 74.1 per cent of those replying owned their own homes.

One of the questions asked was whether the reader bought products advertised in his own union publication. Following are the replies:

Always or Mostly—27.7 per cent

Partly—44.4 per cent

Never—7.8 per cent

No Reply—19.7 per cent

#### **Leading Advertisers to Labor**

One of the oldest advertisers in the labor press is Seagram Distillers, using 60 newspapers with space varying from 336 to 1,000 lines. Brown & Williamson, which has the union label on its Raleighs, Viceroy's, and Kools, has used the labor press for many years. Other advertisers include the Hamil-

**SINCE 1942...**  
GLASS CONTAINERS HAVE BEEN JOINTLY PRODUCED IN THE U.S.A.

"Glass bottles protect and preserve the fresh-packed flavor of your favorite juices. And glass re-caps easily, stores so well in your refrigerator."

GLASS CONTAINER MANUFACTURERS ASSOCIATES, 100 PARK AVENUE, NEW YORK 17, N.Y.

ton Watch Co., Remington Rand, Schenley, Calvert, Ruppert Brewery, Olsen Rug Co., Sears-Roebuck and Glass Container Manufacturers Institute.

Mail-order advertisers secure good results from the labor press. Vitasafe, for example, found that a number of national labor publications were

(Continued on page 80)

SPOT-BUYING FACTS NOT ON THE RATE  
CARD ABOUT KPX, SAN FRANCISCO

## LABOR PRESS

(Continued from page 79)

among their best media for mail-order results. Excellent mail-order results have also been secured for clothing, insurance, toys, home appliances, and sports equipment advertised in national labor magazines.

There is some variance in the advertising rates among the 160 labor publications accepting advertising. The smaller newspapers are generally in the neighborhood of 1 cent per line per 1,000 circulation. The rate for a paper with 20,000 circulation is about 20 cents a line. The *Milwaukee Labor Press* with 90,000 circulation, has a rate of 50 cents a line.

In addition to printing advertisements, the majority of labor publications will work on special merchandising campaigns to help the advertiser sell his product or service to union members. Cooperation may include letters to stores, window signs, letters to union retail clerks, posters, publicity.

### Problem of Fraudulence

The legitimate labor press has been working hard to drive out of business the small number of fraudulent publications. The greatest opposition to racketeering sheets which were privately owned and had no affiliation with any recognized union came from the AFL-CIO and the International Labor Press Association in Washington. Within the past year, two of the most notorious of these fraudulent publications have been shut down and their owners convicted.

One campaign which has commanded considerable attention is that conducted for Remington Rand.

From the outset, the Remington Rand campaign posed a unique problem. In the early 1930's, Remington products occupied a top spot on labor's "Don't Buy" list. This was a result of a bitter and prolonged strike in one of its plants in upstate New York.

With the passage of time, Remington Rand's labor relations gradually improved, but its reputation with organized labor lingered on. Finally, in 1955, the company signed a contract with the International Association of Machinists, AFL-CIO, which the union hailed as an outstanding advance in labor-management relations. The contract stipulated that Remington could use the I.A.M. union label on its business machines.

Shortly after the contract went into effect, Remington Rand determined to popularize its products in labor circles.

A series of advertisements for insertion in labor publications emphasized not only the merit of Remington products, but also that a union label was now affixed to Remington typewriters, adding machines, and other products. At the same time, a publicity campaign was launched to hail Remington Rand as the first

(Continued on page 84)

## ONLY OVERALL RATING GAIN SCORED BY A SAN FRANCISCO TV STATION IN 1959

And that's not all! • Most total advertisers of all San Francisco TV stations • Most national advertisers of all San Francisco TV stations • Most total live shows of all San Francisco TV stations • Most newscasts of all San Francisco TV stations • That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE **KPIX 5** WITHOUT THE NBC STATION, SAN FRANCISCO

represented by Television Advertising Representatives, Inc.

© 1959 WESTINGHOUSE BROADCASTING COMPANY, INC.

Metropolitan  
Fort Worth  
is  
z-o-o-m-i-n-g!

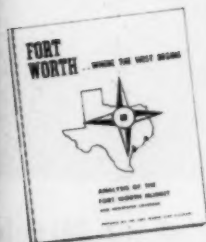


**IN THE LAST 10 YEARS BUILDING PERMITS  
IN FORT WORTH HAVE TOTALED 58% MORE  
THAN THE ENTIRE 25 YEAR PERIOD PRECEDING!\***

Since 1950 building permits in Fort Worth have totaled \$452,300,175. In the quarter-century preceding 1950, building permits totaled \$286,053,447 . . . 58% more in the last 10 years than the entire 25 years preceding! And Fort Worth never ceases to break records in building. 1959 was an all-time high for the city with \$58,509,514 in permits compared with \$57,968,950 in 1958. The 1959 breakdown was \$27,409,251 for 3,037 homes, \$19,297,666 for commercial buildings and \$11,702,597 for schools and churches. Yes, Fort Worth is really z-o-o-m-i-n-g — and the only medium that thoroughly covers the growing Fort Worth Market everyday — including 99 other rich Texas counties — is the FORT WORTH STAR-TELEGRAM.



\*Source: City of Fort Worth Building Permits Div.



**SEND FOR COMPLETE 1959  
FORT WORTH MARKET ANALYSIS**

A comprehensive 65-page study of the Fort Worth Market compiled for your convenience. Send for your copy today.

**FORT WORTH STAR-TELEGRAM**

Amen G. Carter, Jr., Pres. & Nat'l Advertising Director  
Ralph D. Ray, Nat'l Advertising Manager

**LARGEST COMBINED DAILY CIRCULATION IN TEXAS**

without the use of schemes, premiums or contests  
"Just a good newspaper"



SPOT-BUYING FACTS NOT ON THE RAT  
CARD ABOUT **KDKA-TV PITTSBURGH**



**Most national and local advertisers of all Pittsburgh  
TV stations**—confirmed by BAR, December 1959. And  
that's not all! □ Strongest local programming of all Pittsburgh  
TV stations! Stronger personalities to give products their  
endorsement! Kids' shows, women's shows, news shows—

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N.S.I.  
WEST



E RAT  
RGH

**Pittsburgh** rated FIRST in their time periods by NIELSEN. □ Any year, any time ... largest  
9. And are of audience\* of all Pittsburgh stations! Look as far back as you like and you'll  
Pittsburgh and KDKA-TV consistently ahead of any other Pittsburgh station. □ Most first-rated  
its their shows of all Pittsburgh TV stations!\* □ That's why, in Pittsburgh, no spot TV  
shows campaign is complete without the WBC station,

**KDKA 2 TV**  
PITTSBURGH

Source N.S.I., Feb., 1960

© WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.



## LABOR PRESS



MISS UNION SECRETARY OF 1959 receives check for essay in contest sponsored by Remington Rand. Left to right: Alexander Smith, Trade Union Advertising, author of this article; Peter Terzick, president, International Labor Press Association; Joseph Lewis, secretary-treasurer, Union Label and Service Trades Department, AFL-CIO.

(Continued from page 80)  
manufacturer of office equipment to adopt the union label.

The AFL-CIO's Union Label Department of New York State awarded a plaque to Remington Rand in recognition of the company's outstanding promotion of its union-made products. Photographs of the presentation appeared in more than a hundred labor periodicals.

The company undertook the sponsorship of a contest open solely to secretaries and other office workers employed by labor organizations. Originally intended to be a single promotion, the first "Miss Union Secretary" Contest was repeated in 1958 and 1959. More than 250,000 lines of publicity appeared on the contest, with virtually every item including a commendatory mention of Remington Rand.

Today, Remington products have become a popular brand of office equipment purchased by the labor market.

To encourage labor publications to adopt the most effective and up-to-date advertising techniques, we initiated in 1953 the Trade Union Advertising Award, a plaque presented

annually to the regional labor newspaper utilizing the best methods of merchandising and promotion for advertisers.

Typical of the seven newspapers which have thus far been honored with the award is *Kenosha (Wis.) Labor*, a 12-page, standard-sized weekly printed on its own high-speed rotary presses. This paper has a circulation of 16,000.

Though it is primarily devoted to news of special interest to union members and their families, *Kenosha Labor* also provides features on sports, health, cooking, civic affairs, political commentary and legal advice. Special promotion days are utilized by the publication's advertising department, such as Labor Day, School Opening, Christmas, County Fair and the various Paint-Up-Clean-Up-Fix-Up Weeks. Full cooperation is also provided local businessmen's organizations on their special promotion days.

### Unions as Advertisers

Unions also advertise in the labor press. One of these is the Glass Bottle Blowers Association, AFL-CIO. GBBA has a membership of 53,500. For a

number of years the union has advertised in the labor press to promote the use of glass containers and help keep production and employment at peak levels. GBBA is currently spending upwards of \$50,000 annually to encourage union members to buy all foodstuffs and beverages in glass containers. The Glass Container Manufacturers Institute also places copy in labor publications to boost sales of glass containers.

Indicative of the wide variety of commodities which can be profitably advertised and promoted to the labor market are motion pictures. Two pictures concerned with labor themes were—"The Garment Jungle" and "The Pajama Game." In a one-month concentrated campaign commissioned by Warner Bros., some 50,000 lines were placed on "The Pajama Game."

Movies needn't be devoted to a labor theme to attract members of the labor movement. Currently utilizing the labor press for an extensive advertising campaign is the Stanley Kramer Organization in behalf of "On The Beach."

Among trade organizations taking advantage of the labor press as a means of promoting their wares to the labor market is the Fur Information and Fashion Council. Though fur coats and fur accessories have been traditionally regarded as luxury items beyond the reach of the average industrial employee, this is not the case in today's economy. Naturally, emphasis in this promotion is on the relatively lower-priced furs.

### NEW RATE CARDS

The AAAA Committee on Broadcast media working with and through members of NAB, RAB, TVB, SRA, media groups and Standard Rate and Data Service Incorporated developed a new form with instructions for preparing new rate cards. Uniform formats leave fewer areas for misunderstanding between buyer and seller, facilitate rate comparisons between stations, and speed dissemination of new rate data. Time buyers have indicated a strong preference for a high degree of similarity between rate cards and SRDS listing format. Accordingly, the new recommended rate card and SRDS listings have been closely coordinated.

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1960

## OR CLEAR?

Does she filter you out or hear you through? It depends on whether her radio is tuned in—or just turned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute for silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music programs. This is responsible broadcasting. It gets a responsive audience. And gets response to your advertising, too!

**CBS OWNED RADIO STATIONS**  
REPRESENTED BY CBS RADIO SPOT SALES

# CO

KCBS SAN FRANCISCO KMOX ST. LOUIS  
KNX LOS ANGELES WBBM CHICAGO WGBU  
PHILADELPHIA WCBS NEW YORK WEEI BOSTON



J. Walter Thompson study examines roles of U. S. Housewives by geographical region, market size, education, age, and social class.

# RADIO— *an Individual's Medium*

**R**ADIO TODAY, because it is an individual medium rather than a family medium, merits many types of audience size and attitude studies. In fact, radio's resurgence requires that there be more exploration into what individuals do and think rather than on what happens in the average home.

This assumption is strongly verified by a study of the role of radio in the lives of U.S. housewives. Conducted by J. Walter Thompson, and released recently by the Chicago office, it focuses on how listening habits and attitudes are affected by such factors as geography, market size, education, age, and social class.

Data were compiled from a mail survey made among 3,200 members of the agency's housewife Family Advisory Staff.

The study is especially significant to media buyers because it provides information on station loyalty, program preferences—and highlights especially the need for careful selection in multiple "buys."

Also, radio stations are provided with important cues on programing.

## **Geography and Market Size**

Although the activities of housewives while listening to radio do not vary much from region to region, contrasts do exist:

ACTIVITIES WHILE LISTENING TO RADIO					
	North-East	North-Central	West	South	All U.S.
Housework	70.5%	69.6%	70.7%	68.1%	69.5%
Driving	34.7	32.5	33.5	31.6	33.0
Eating	36.4	31.9	26.0	26.3	30.7
Listening Only	15.3	17.2	18.2	23.8	18.7
Lying in Bed	14.0	11.0	14.8	15.0	13.5
Reading	3.4	3.2	3.1	2.9	3.1
Getting Ready in Morning	2.3	2.1	1.8	2.0	2.1
At Work	.7	.6	.3	.6	.6

(Continued on page 90)



# 5

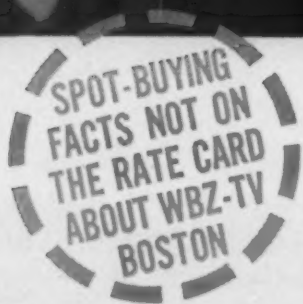
## TIMES MORE POWER

Today, KXOA, The number 1 station in Sacramento, California's Capital, booms out with five times more power than ever before! Now the dynamic KXOA microphone brings the right combination of programming and personalities to more people in the prosperous Sacramento Valley than any other station. Rated first in both Hooper (Dec. 4-Feb. '60) and Pulse (Sept.-Oct. '59), KXOA reaches the station's 20th ranking market with 5,000 watts... five times the power it took to be number one. And enough power to sell more goods and services for you and your clients.

REGIONAL REPRESENTATIVES: DAREN MAGAVREN COMPANY, SOUTHERN CALIF. CLARKE BROWN COMPANY. Associated with KAGO Klamath Falls, Ore. ... Rep. Paul H. Raymer Co.

# KXOA

FIRST IN SACRAMENTO, CALIFORNIA'S CAPITAL



## PUBLIC

— 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects

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■ Th

• ARB





## C SERVICE PROGRAMMING

And look at these other facts about WBZ-TV! ■ Most newscasts of any Boston TV station. ■ Most local air personalities — more than any other Boston TV station. ■ Most national advertisers of any Boston TV station — 193 compared to 148 for the second-place station. ■ Largest TV share of audience.\* ■ Most awards of all Boston TV stations. ■ *That's why in Boston, no TV spot campaign is complete without the WBC station —*

\*ARB

**WBZ-TV**  
**BOSTON**

Represented by  
Television Advertising  
Representatives, Inc.



WESTINGHOUSE BROADCASTING COMPANY, INC.



# RADIO . . .

(Continued from page 86)

Music preferences by region tell still another story. Sweet Music (waltzes, etc.) and current popular music rank highest in all regions, but wide variations are revealed in other music categories.

	North-East	North-Central	West	South	All U.S.
Waltzes	53.3%	61.8%	55.9%	50.3%	54.4%
Current Pop.	41.3	39.3	39.0	35.6	38.7
Show Tunes	49.1	31.6	37.0	19.2	33.4
Old Familiar	27.9	31.8	33.1	29.8	30.4
Hymns	14.4	27.7	20.6	46.7	28.7
Concert	26.9	22.0	27.1	18.2	22.9
Classical	23.1	15.0	20.9	15.2	18.0
Band	11.8	19.0	15.3	17.0	16.0
Hawaiian	8.9	12.3	13.6	14.4	12.2
Western	7.2	11.1	11.9	16.5	11.7
Rock-and-Roll	9.0	9.6	6.2	12.2	9.7
Barbershop	6.3	8.4	7.6	8.6	7.8
Swing, Jazz	7.1	5.5	3.7	6.0	5.8
Latin-American	8.3	3.2	7.1	3.1	5.1

Market size data reveal still further variations in preference. For instance, the larger the market the greater the popularity of concert music, show tunes, and Latin-American music. Band music, hymns, and Western music get a better nod in the smaller markets (e.g., those under 150,000 population).

Where music and news are concerned, market size also affects listenership:

	POPULATION				
	450,000 or more	150,000-450,000	25,000-150,000	25,000 or less	All U.S.
Music	59.4%	60.9%	45.1%	48.0%	54.3%
News	30.5	29.8	44.7	43.4	36.1

Significantly, the larger the market the higher the percentage of FM set owners who favor the medium over radio—36% in markets over 450,000 as compared to 23% in markets of less than 25,000.

College-trained housewives are less likely to be doing housework while listening to the radio, more likely to be driving, reading, or lying in bed as compared to their high-school and grade-school counterparts.

## ACTIVITIES WHILE LISTENING TO RADIO

Activity	School Last Attended			Total
	Grade	High	College	
Housework	69.2%	71.6%	65.6%	69.5%
Driving	27.0	33.0	34.8	33.0
Eating	35.7	30.1	30.3	30.7
Listening Only	28.3	18.2	16.5	18.7
Lying in Bed	11.5	12.3	16.5	13.5
Reading	1.0	3.1	3.9	3.1
Getting Ready in Morning	.3	2.6	1.7	2.1

Education decidedly influences music preferences. Among those who attended college, standing out sharply are show tunes, concert and classical music. In contrast, among those who only attended grade school you find hymns, Hawaiian, Western, Rock-and-Roll, and Barbershop music more popular. Waltzes and sweet music get a top rating from all, more than 50 per cent in each instance.

Attitudes toward commercials are revealing. Housewives who attended college, followed rather closely by those who attended high school, tend to consider commercials too long and too frequent. On the other hand, those who only attended grade school find them more enjoyable and informative.

## Age as a Factor

The study indicates that age is a very important factor where music preferences and listenership habits are concerned.

Sweet music and hymns appeal in that order to the elderly, current popular and sweet music to the young. In fact, sweet music is king in towns and cities of all sizes. Only when social class becomes a factor is this sharply altered. Upper strata housewives place show tunes and concert music above sweet music.

	Under 35	35-54	55 and over
Likes for news, music	37.2%	35.9%	36.1%
Supplements other activities	29.4	28.4	22.3
TV supplants radio	18.4	20.0	21.8
TV supplements radio	15.6	14.3	20.7
Local coverage	7.5	8.5	7.8
Companionship	3.8	2.9	1.1
Emergencies, warnings	.9	2.0	2.3

The reduced vigor of older women is reflected in what they do while they listen to radio.



# MEDIA DATA

## ACTIVITIES WHILE LISTENING TO RADIO

	Under 35	35-54	55 and over
Housework	75.6%	70.7%	62.6%
Driving	33.3	37.6	22.7
Eating	21.5	27.9	43.6
Listening Only	11.8	14.0	33.9
Lying in Bed	10.9	13.2	15.9

Significantly, there is an inverse relationship between music and news as age increases:

	Under 35	35-54	55 and over
Music	77.5%	55.3%	20.4%
News	13.9	35.3	68.3
Daytime Variety	3.3	3.9	2.9
Serial Drama	3.4	2.4	3.9

There are sharp differences in music preferences:

	Under 35	35-54	55 and over	Total
Waltzes	49.1%	57.6%	61.0%	55.4%
Current Popular	55.9	41.0	19.9	38.7
Show Tunes	42.9	33.4	26.1	33.4
Old Familiar	28.1	32.0	28.4	30.4
Hymns	21.9	25.8	40.5	28.7
Concert	21.9	22.9	23.6	22.9
Classical	12.8	16.8	23.5	18.0
Band	9.9	12.9	27.9	16.0
Hawaiian	7.2	11.8	17.0	12.2
Western	13.6	10.9	12.0	11.7
Rock-and-Roll	16.3	10.6	2.6	9.7
Barbershop	5.2	6.8	12.3	7.8
Swing, Jazz	11.1	6.3	0.6	5.8
Latin-American	8.0	5.7	1.4	5.1

As for commercials, older housewives tend to be more patient with the frequency and length. But they are more likely to regard them as boring or silly.

## Social Class

Heaviest listeners are most likely to be among lower class women. They tend to listen more while doing housework as compared to upper class women. On the other hand, the latter tend to listen more while driving, reading, or lying in bed.

## SOCIAL CLASS

	Upper Middle	Lower Middle	Lower	Total
Housework	59.3%	66.8%	77.4%	69.6%
Driving	41.7	33.0	30.7	33.0
Eating	26.9	32.4	28.5	30.7
Listening Only	15.7	18.8	19.4	18.7
Lying in Bed	23.1	13.6	10.7	13.5
Reading	6.9	3.0	2.3	3.1

Also, social class differences produce contrasting likes in music preferences.

	Upper Middle	Lower Middle	Lower	Total
Waltzes	46.5%	58.0%	52.8%	55.4%
Current Popular	27.4	36.9	45.2	38.7
Show Tunes	54.4	38.7	17.7	33.4
Old Familiar	21.4	31.8	30.0	30.4
Hymns	13.5	25.4	39.0	28.7
Concert	53.5	25.8	9.3	22.9
Classical	41.9	19.6	8.7	18.0
Band	11.6	15.8	17.6	16.0
Hawaiian	5.1	11.6	15.1	12.2
Western	2.8	7.4	22.4	11.7
Rock-and-Roll	2.8	8.0	15.0	9.7
Barbershop	5.6	7.2	9.5	7.8
Swing, Jazz	5.1	5.9	5.8	5.8
Latin-American	4.2	5.6	3.9	5.1

The tendency among upper class housewives is to be less loyal to a single station: upper middle 63.9 per cent; lower middle, 74.4 per cent; lower, 75.6 per cent.

## Conclusions

From an overall standpoint, important summary conclusions include the following:

1. Women listen to the radio mostly for music and news.
2. Women are most likely to be doing housework, driving, or eating while listening to the radio.
3. Sweet music and waltzes are preferred by 55 per cent of all housewives responding. But when these replies are divided into age, geographical area, market-size, and educational groups there are wide variations in music preferences.
4. Older housewives tend to be more patient with commercials. Infrequent listeners complain more about them than do heavy listeners.
5. There is strong station loyalty—74 per cent reporting that they listen mostly to one station.
6. If housewives could improve programing, they would have less rock-and-roll, more "good music, more educational programs, more drama and mysteries."

# Look at Network Television Market-by-Market

***A high national rating may not reveal regional or local weaknesses.***

***Solution is to bolster weak markets with local promotions.***

By Erwin H. Ephron



*Erwin H. Ephron is in the broadcast division of A. C. Nielsen Company in New York.*

**J.** WALTER THOMPSON estimates it costs 12½ per cent more advertising dollars this year *just to stand still* within our moving economy. A very small part of this increase is higher media costs. A much larger part of the increase is to offset greater advertising competition within the buying household!

In the 1960's it will be harder to get the consumer's ear and win a bit more than last year's share of prosperity. Advertisers will depend less upon sheer weight of advertising dollars and more upon effective market-by-market distribution of advertising

messages, as costs go up each year.

The advertiser, squeezed by new national brands, also faces lower-priced local brands which appear and thrive—usually because of their price advantage. Bryan Houston, president of Fletcher Richards, Calkins and Holden, marking this increasing local brand competition (and the shrinking profit margins it brings), described the U. S. as rapidly becoming "... a series of tight little marketing islands." These are contiguous market areas which can be reached but not overwhelmed by national ad-

*(Continued on page 95)*

McGraw-Hill

# MARKET SERVICE

June, 1960

## AMERICA'S MANUFACTURING PLANTS—a New Workbook

Here are the latest booklets, folders, research studies and films available through your McGraw-Hill representative. They represent only a small part of the helpful market data that is regularly available to advertisers and their agencies—the result of our annual investment of over \$800,000 in research and market studies.

### How To Mechanize Your Selling—

How big is the industrial salesman's job? Who does he see? How does he spend his time? Here are many documented answers to why costs of sales calls are rising, and what your business publication advertising can do to increase the salesman's efficiency.



### How Advertising Increases Recognition—

A summary of 10 recognition studies made for BUSINESS WEEK advertisers, demonstrating the effectiveness of advertising in building recognition for a company and its products.

**Business' Plans—1960-63—**Here's the 13th Annual Survey of business' plans for new plants and equipment prepared by the McGraw-Hill Department of Economics. This report reveals that American business plans

to spend a record amount in 1960, and to continue spending at a high level during the next three years.

### Leading Sales Executives Report—

In their own words, 20 top sales executives describe the results they have achieved through consistent business publication advertising.

### A Changing World Market Place—

Complete with graphs and charts, this booklet details the estimated \$100 billion overseas markets for American businessmen by 1968.

### New Chemical Plants and Facilities

—A CHEMICAL ENGINEERING compilation of 438 major new plants and expansions in the chemical process industries gives company, location, products, approximate cost, job status.



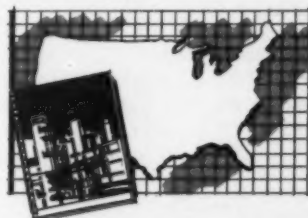
**The Renewal Percentage—**Through bar charts and other illustrations this folder explains how to understand and interpret the renewal percentage on an ABC statement.

### McGraw-Hill Space Checking

**Service—**A new, 16-page booklet, outlining all the material available to you through our Advertising Space Checking Service.

This 118-page statistical report, based on McGraw-Hill's continuing Census of Manufacturing Plants, is an invaluable sales tool and guide for marketing executives. The volume covers U. S. manufacturing plants by product, location and number of employees.

The data was gathered over a two-year period by the McGraw-Hill Census Division. It was obtained by direct contact with the companies involved . . . covers plants employing 95.5% of all workers in the plants within its intended coverage.



This new book is divided into sections. The first tells you about the McGraw-Hill Census of Manufacturing Plants—what it is, how it is developed and maintained, and how you can use it.

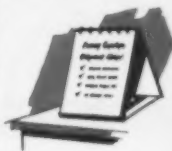
Part 2 breaks down markets by SIC for 437 industries, gives statistics on plants with 20 or more, 50 or more and 100 or more employees. Part 3 gives you markets by states, with statistics for manufacturing plants and employees.

Part 4 shows markets by county, with individual maps. Part 5 is a multi-color, 50" x 37" wall map of the U. S., indicating the concentration of manufacturing plants with 100 or more employees.

To defray a portion of the preparation expense, a \$25 price has been established for this book and map. They are available only through your McGraw-Hill representative.

## CONTINUED

**The Mathematics of Selling**—Compiled from various industry sources, this study shows why the cost of personal calls is rising so rapidly, and how business publication advertising can help the salesman. Available as desk-top presentation for use with your management, or in a printed folder.



## REGIONAL OFFICES

Atlanta 3, Ga.  
Rhodes-Haverty Building  
JACKSON 3-6951

Boston 16, Mass.  
Park Square Building  
HUBBARD 2-7160

Chicago 11, Ill.  
McGraw-Hill Building  
MOHAWK 4-5800

Cleveland 13, Ohio  
1164 Illuminating Building  
SUPERIOR 1-7000

Dallas 1, Texas  
The Vaughn Building  
RIVERSIDE 7-5117

Denver 2, Colo.  
Tower Building  
ALPINE 5-2981

Detroit 26, Michigan  
Penobscot Building  
WOODWARD 2-1793

Houston 25, Texas  
Prudential Building  
JACKSON 6-1281

Los Angeles 17, Calif.  
1125 West 6th Street  
HUNTLEY 2-5450

New York 36, N. Y.  
500 Fifth Avenue  
OXFORD 5-5959

Philadelphia 3, Pa.  
Six Penn Center Plaza  
LOCUST 8-4330

Pittsburgh 2, Pa.  
4 Gateway Center  
EXpress 1-1314

St. Louis 8, Mo.  
Continental Building  
JEfferson 5-4867

San Francisco 4, Calif.  
68 Post Street  
DOUGLAS 2-4600

Frankfurt/Main, Germany  
85, Westendstrasse

Geneva, Switzerland  
2 Place du Port

London, E.C. 4, England  
95 Farringdon Street

## RESEARCH REPORTS

These Laboratory of Advertising Performance data sheets prepared by the McGraw-Hill Research Department have been released recently. Please order by number.

- LAP 0003.0—Check chart for the L.A.P.
- LAP 1027 —Industrial publications add known buying influences.
- LAP 3011 —One-page inserts and run-of-book page ad equally well read.
- LAP 3021.1—Average ratings of standard second colors.
- LAP 3028 —Higher noting of four-color over black-and-white tops added cost.
- LAP 3201 —How advertiser and product in headline affect readership.
- LAP 3202 —Advertisements with headlines attract more readers.
- LAP 3203 —Subject headlines increase readership.
- LAP 3204 —How prominence of headline affects readership.
- LAP 3205 —How headline appearance affects readership.
- LAP 3222.2—Readership of case history advertisements.
- LAP 3240.1—How humor affects readership.
- LAP 8020 —Magazines and salesmen most frequently mentioned sources of new ideas and products.

## FILMS AND FILM STRIPS

(For a preview, contact your McGraw-Hill representative.)

**Cable Address: MCGRAW-HILL New York**—This brand-new color film strip takes you around the world in 12 minutes, shows the tremendous daily changes that can be significant to U. S. businessmen. See the vast network of McGraw-Hill business journalists in action, and how they track down important stories.



**Information Plus**—A color sound slide film to show how McGraw-Hill can help advertisers and agencies solve marketing and selling problems. It summarizes a few of the many aids such as sales and market data, research surveys, economic reports and

printed material available from McGraw-Hill sales representatives. Time: 9 minutes.

**Smitty Steps Up**—A bright, animated, 16mm color movie spotlights the problems of an industrial salesman. Designed for use at sales meetings. Conclusion gives facts that validate the need for adequate advertising to support salesmen. Time: 12 minutes.



**Research—At Your Service**—The story of research at McGraw-Hill is told in this color sound slide film. It shows the important part research plays in all the facets of business-paper publishing, and also how it can be used to check advertising effectiveness. Time: 11 1/2 minutes.

**Ask your McGraw-Hill Representative for copies of this material . . .**

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Media/Scope



## ... TV ... Market-by-Market

(Continued from page 92)

vertising. This will become increasingly apparent as the advertiser, although spending more money, won't be able to afford the luxury of an advertising cushion thick enough to cover all local marketing conditions. Mr. Houston advised advertisers, "Think big, but do not forget to act small when it comes to consideration of market-by-market promotion."

The theme of the present discussion is almost a paraphrase of that

statement and a step towards greater media efficiency. Think big, but look at individual markets to evaluate your network television advertising.

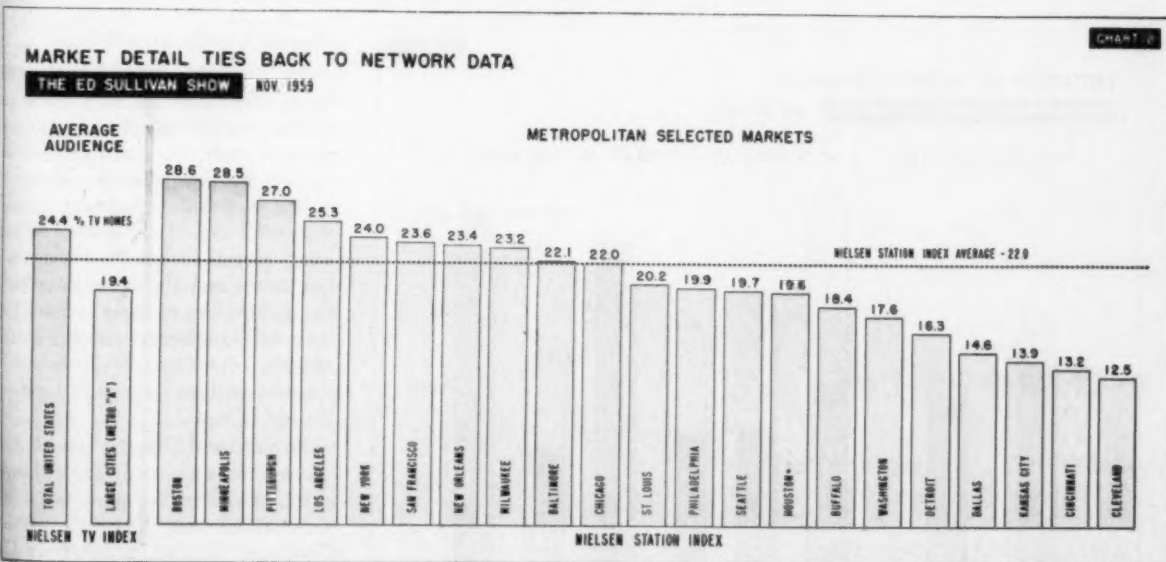
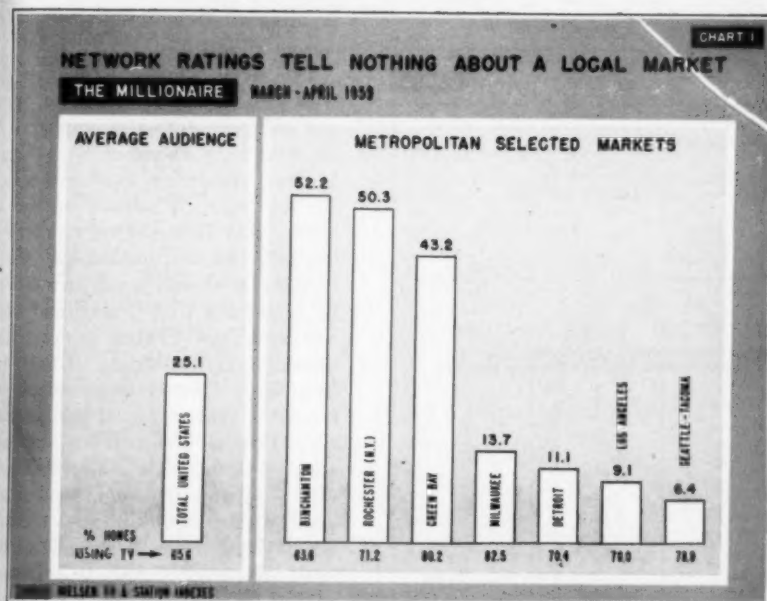
### Look at the Local Rating

In network television here's the market-by-market picture confronting a typical advertiser (Chart 1). In March-April 1959, The Nielsen Television Index showed the "Millionaire" was a solid network property with an average audience rating of

25.1. The show's national performance was substantially above average, yet in Detroit the Nielsen Station Index rating was 11.1; in Milwaukee 13.7; in Los Angeles 9.1. This choice national show was not supplying adequate advertising support in several important markets. Variations like these demonstrate how misleading and potentially dangerous the reassurance of a strong total U. S. rating can be. They show how easy it is to locate potential problem markets for local advertising support.

For specific information and better control of TV advertising, network program audiences can be examined in total, and by national and local components. The validity of this type of analysis is underscored by the fact that weighted averages of Nielsen Station Index market-by-market data tie back to National Nielsen Television Index Market-Break totals (Chart 2).

The "Ed Sullivan Show" national rating of 24.4 by county-size is stronger in rural and farm areas (27.7), than in the large cities (19.4). This isn't unusual. Major cities have more television stations and so more program competition. The market-by-market ratings of the "Ed Sullivan Show" in the 21 cities contained in the NTI "Large City" break, show a range from 28.6 to 12.5. The average of these 21 mar-



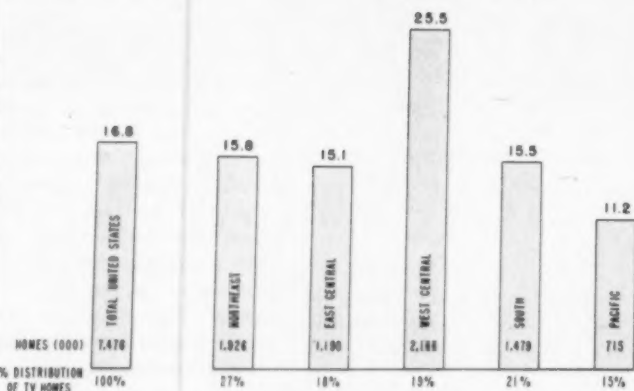
# LOCATION OF HOMES REACHED

HALF-HOUR GENERAL DRAMA SHOW NOV.-DEC. 1959

CHART 3

## AVERAGE AUDIENCE

## GEOGRAPHIC AREAS



SOURCE: NIELSEN TV INDEX

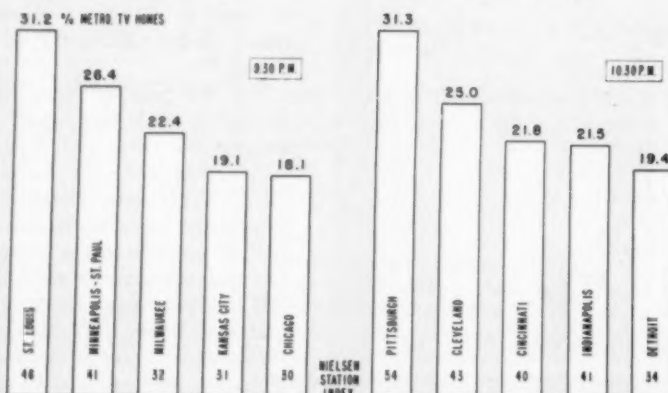
# PERFORMANCE IN SELECTED MARKETS

HALF-HOUR GENERAL DRAMA SHOW DEC. 1959 - JAN. 1960

CHART 4

## WEST CENTRAL

## EAST CENTRAL



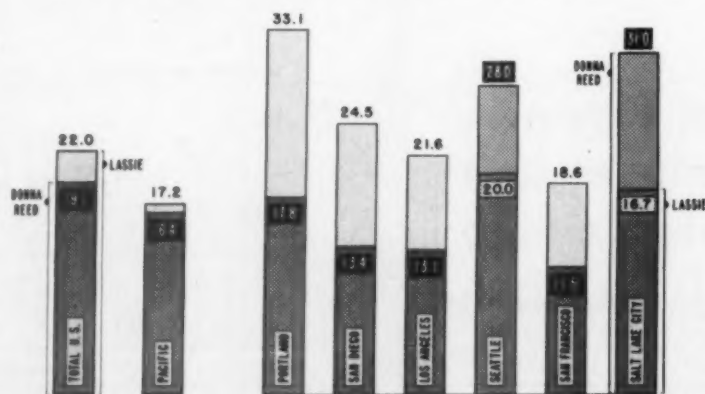
# LOCATION OF HOMES REACHED

DONNA REED SHOW & LASSIE NOV.-DEC. 1959

CHART 5

## AVERAGE AUDIENCE

## METROPOLITAN SELECTED PACIFIC MARKETS



SOURCE: NIELSEN TV & STATION INDEXES

# ... TV ... Market-by-Market

(Continued from page 95)

kets, weighted by population is a 22.0. Other local market break-outs similarly demonstrate the compatibility of Nielsen Local (NSI) and National (NTI) data.

The value of local market information combined with network data is demonstrated by the way advertisers use it.

In an analysis of a new half-hour General Drama show, NSI data pinpointed a regional audience strength avoiding an obvious, but wrong, conclusion (Chart 3).

The series showed strong in the West Central territory with an average audience of 25.5 as compared to the total U. S. rating of 16.8 (Chart 3). In considering local promotion for the show, it seemed logical to assume that West Central cities, particularly Chicago, needed little help. Looking at several major markets in the high-rated West Central and average-rated East Central territories showed this was wrong (Chart 4). The West Central cities displayed much the same range of audience as East Central cities. The audience strength in the West Central territory came apparently from the many smaller rural areas. Chicago certainly wasn't being covered so well as the regional rating hinted—18.8 instead of 25.5. Based upon this, Chicago was considered in local promotion plans.

## Donna Reed's Best Friend

An analysis done for Campbell Soup, demonstrates how two programs on different networks can complement each other and provide balanced coverage in local markets.

The national rating of "Lassie," 22.0, and the "Donna Reed Show," 19.1, reveal an identical pattern in the South and Pacific territories. In the major cities of these regions, however, the similarities disappear. The two shows perform very differently in specific markets because of local conditions (Chart 5).

In Salt Lake City, the "Donna Reed Show" had a rating of 31.0, "Lassie" a 16.7. This range of audience reflects time of telecast. "Lassie" is on at 5:00 p.m. Sunday in Salt Lake City.

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when not quite one-third of the homes are using television. The "Donna Reed Show" is aired at 8:00 p.m. Thursday when 68 per cent of Salt Lake homes are at their sets. Importance is that the two shows in combination tend to balance local coverage, one weak and one strong.

In Portland the situation is the same, but reversed. Here "Lassie" is the strong show with a 33.1, "Donna Reed" weaker with a 17.8. The basic difference lies in the local stations carrying these shows. The CBS affiliate, on channel six, has a stronger early-evening audience than the ABC affiliate on channel 12, but here again, the two shows effectively complement each other.

A heavy and expert television advertiser was using 10 network shows this winter. An obviously important question was "What range of total local impact does this extensive network television schedule provide?"

From NTI data, the advertiser knew the television schedule's (a) national audience, (b) the location of the audience (by territory and county size), and (c) the characteristics of the homes reached. With NSI, he determined the local performance of this schedule in individual markets and the range of market performance within territories.

As an example, Chart 6 shows the performance of the 10 programs in B markets within the West Central territory. For the analysis, a spot technique is used. The monthly gross rating points totaled by the advertiser's commercials for each show are tabulated, market-by-market. The market-monthly-total gross rating points provide an index of the sponsor's local television impact and a clear picture of the range of local advertising support provided by the entire network schedule (Chart 7).

These are examples of some first steps in integrating local and network television research. Certainly more will be done and improved applications found as competition makes advertisers even more aware of what television advertising dollars are buying.

## MONTHLY GROSS RATING POINTS—WEST CENTRAL

Major Advertiser's Network Schedule Winter 1959

### "B" MARKETS

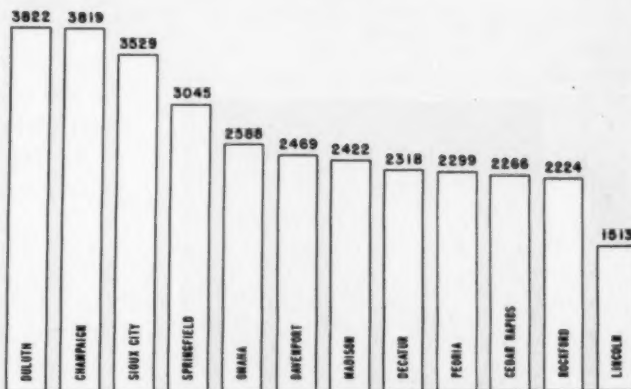
Programs	telecasts	DULUTH	CHAMPAIGN	SIoux CITY	SPRINGFIELD	OMAHA	DAVENPORT	MADISON	DECATUR	PEORIA	CEDAR RAPIDS	ROCKFORD	LINCOLN
Daytime A	60	612	3819	3529	3045	2588	2469	2422	2318	2299	2266	2224	1513
" B	6	106	199	128	108	98	76	107	109	118	149	160	70
" C	66	1089	1340	970	640	673	670	567	521	640	614	1003	185*
" D	24	283	458	300	286	202	281	204	233	254	254	336	98
Evening A	2		14	42	25	54		51	43	53	39	22	31*
" B	4	166	22	133		80	140	70	102	60	40	114	65*
" C	4	144	210	138		84	149	92	115	96	113		91
" D	6	271	355	211	235	178	183	128	130	110	187	265	54*
" E	12	541	713	463	412	367		395	380	402			284
" F	12	610	508	586	487	234	454	416	259	212	354		287

\* UHF and Outside Stations

## MONTHLY GROSS RATING POINTS - "B" MARKETS

MAJOR ADVERTISER'S NETWORK SCHEDULE WINTER 1959

### WEST CENTRAL



SOURCE: NELSEN STATION INDEX

Charts by Brad Flint-Chartistics

*"... the reassurance of a strong total U. S. rating can be misleading"*

## What Makes a Good Media Buyer?

*The same things that make  
a good media salesman:  
an exhaustive knowledge of  
product and media plus a good  
idea of what consumers and  
retailers think of both.*

By Walt Ingram



I RECENTLY lunched with a media buyer and asked him what distinguishes a good print buyer from a mediocre one. His answer was very much to the point:

"Gone are the days," he said, "when a young kid fresh out of college can join an agency and, within six months, become a competent media buyer. Gone, too, are the days when a buyer can surround himself with copies of Standard Rate & Data, PIB, Starch Reader Reports, Lloyd Hall's Editorial Analysis, and draw up a constructive media plan.

"In your end of the business," he said to me, "there are still too many space salesmen who continue to drop in because they happen to be 'in the vicinity' or just to say 'hello.' I am afraid you can criticize my end of the business on much the same basis. There are still too many of us who take the easy way out, and recommend media on the basis of what we read in reports that could be analyzed by that kid fresh out of college I just mentioned."

The point this buyer made was well taken. In the most valid sense, the faults of the inadequate buyer are much

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*Walter J. Ingram is New York sales manager of The American Home magazine.*



the same as the faults of the poor salesman, and the same activities that make a good salesman great can make a mediocre space buyer an exceptional one. By this I don't mean possession of basic familiarity with research tools, with media facts and figures, and with the general marketing needs of a product. Any reasonably intelligent apprentice in either buying or selling acquires this fundamental knowledge fairly rapidly.

The activities which distinguish the good man from the mediocre in the media field may be summed up in two words: *field work*. Knowing thoroughly the product that he sells is fundamental. Very important, too, are the attitudes of the people who use that product. In order to gain at first-hand reader attitudes toward his publication, a salesman will spend several days talking to subscribers. In doing so, he learns about reader attitudes toward his, and competing, publications. He gets an idea as to the length of time readers spend with his publication and with others. He learns which publications are regularly passed along to friends and relatives, and which are discarded after a casual reading. These things, and much additional information, he obtains first-hand by talking to readers—information he could get in no other way.

#### **Need for Personal Contact**

He does not, however, confine his research to the subject of media. He makes it a point to gather information about his prospect's products—their acceptance, attitudes of users toward the package, price, quality, frequency of purchase, and degree of use. He amasses, in short, first-hand information that will enable him to show why and how his publication fits into his prospect's advertising plans.

The space salesman will meet with his prospect's sales manager to obtain information on the size of the sales force and the extent to which his products are distributed through wholesalers and brokers. He finds out the sales objectives and the distribution pattern throughout the country. He then talks to the merchandising manager to get his attitude toward promotions, special deals, and couponing activities. To determine the attitudes of the people who sell his prospect's products, he devotes considerable time talking to dealers, while discussions with wholesalers and brokers give him an insight into these important avenues of distribution. What's more, to enrich his understanding of the problems encountered by his prospect's sales force, the media salesman will call on retail outlets with a manufacturer's salesman.

Most top media salesmen will do most of these things; that is why they become top salesmen. And you can bet

your bottom dollar they get more business than the run-of-the-mill salesmen who neglect to study, first-hand, their prospects' operations in great detail.

A really good media buyer is one who can match the efforts of the media salesman, point for point. Personal interviews with consumers to talk about their reading habits would seem a *must* if the buyer is to get a true picture as to how people read and react to the editorial and advertising in the publications they read. I'm not minimizing the values of the sources from which buyers obtain their information. Regular reports from a research department are both important and necessary. But there are certain reader reactions that can be obtained only by talking to the reader. For example: a reader can tell you which of all the publications he reads is his favorite. Only a reader can testify to the length of time he spends with each of a number of publications, and which publications are read most thoroughly. Only talks with readers reveal whether the impact of advertisements is greater in some publications than in others.

It may be argued that buyers lack the time to do this. My reply is that experience has demonstrated that salesmen can find the time, and if the buyer can't, then it is his problem, or perhaps a problem for his management. At any rate, I am convinced that if one rings doorbells and talks to consumers for one week each year, one will buy space with much more conviction. What's more, there is no better way to gain the confidence and respect of a client than to back up statistical analysis with first-hand information concerning the media recommended to sell his products.

#### **Exposure to Retailers**

Talking to retailers is second in importance only to interviews with consumers. There is no sounder way to learn about distribution, about retailer and consumer acceptance of a client's product than to talk to the men who sell that product. The retailer knows whether a product will sell well or poorly. Inadequate mark-up, bad factory service, for example, can sour retailers on a product to the point where they give it poor display and sell it only on demand. The media buyer should know as much about these aspects of a client's product as he can, if he is to command the respect of that client, and if he is to design a media schedule that will best sell the product.

To sum up, I am convinced that both buyers and sellers of media must spend more time among the retailers who sell the products we are both interested in, and among the consumers who buy those products. There is no substitute for personal contact. ■

*New study reveals high standard of living, above-average purchasing power, and high percentage of married couples in audience.*

# What Is the Nature Of the Drive-in Theater Audience

By Dr. Steuart Henderson Britt

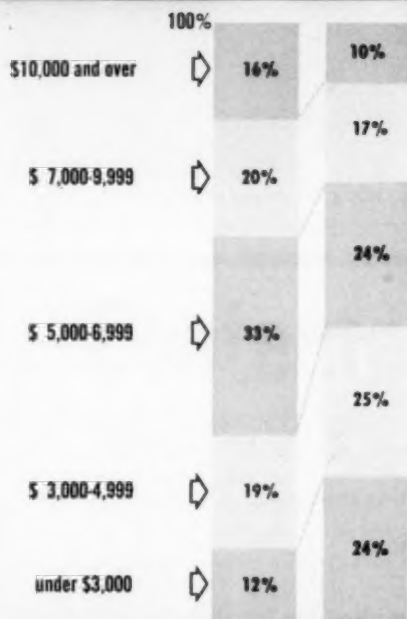
**T**HE ABOVE-AVERAGE purchasing power and the high standard of living of people who frequent drive-in theaters were two of the interesting facts to come out of a study of the drive-in audience recently completed for the Theater-screen Advertising Bureau. Media men considering the use of theater-screen advertising also will be interested in findings as to the high percentage of married couples in the average drive-in audience, and the frequency of attendance among different age groups.

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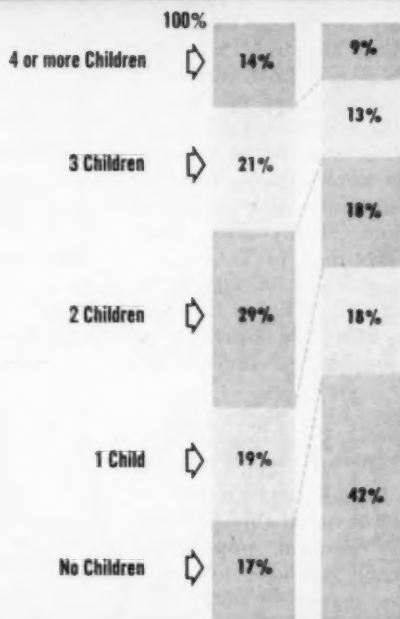
*Dr. Britt is a psychologist who is serving jointly as professor of marketing and advertising in the School of Business and in the Medill School of Journalism, Northwestern University. Dr. Britt is also editor of the Journal of Marketing. William E. Doscher, director of marketing research at Arthur Meyerhoff Associates, Inc., worked with him on the present project.*

# Characteristics of Drive-in Theater Families vs. U.S. Average

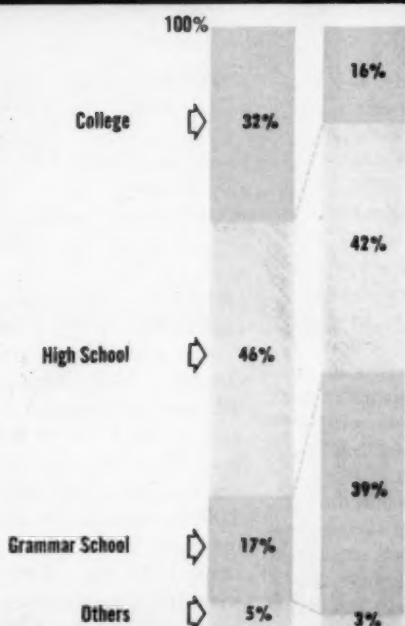
## INCOME



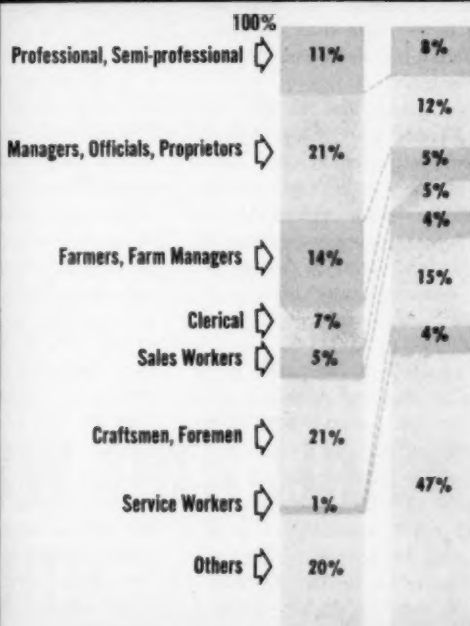
## PRESENCE OF CHILDREN UNDER 20 YEARS OLD



## EDUCATION



## OCCUPATION OF MALE HEAD OF HOUSEHOLD



## Drive-in Theater Audience

(Continued from preceding page)

The study covered the six-months' period, April through September 1959. It was conducted because of the increasing use of the theater-screen medium by both national and local advertisers in recent years, as well as the increasing importance of the drive-in theater as a segment of this medium. Shortly after World War II, according to TsAB, there were approximately 300 drive-ins in the United States. Today there are more than 4,000, and virtually all of them are available for screen advertising.

### Characteristics of Audience

It was found that the drive-in audience was noticeably different from the general population. They generally had better jobs, higher income, more education, more children, more home ownership, more cars, more major appliances, and more conveniences. Most of the drive-in theater-going was in family groups. Almost half of all American families attended drive-in theaters during the six-months' period of the study. Of those more than 15 years old who attended drive-ins, 66 per cent were married.

A larger percentage of the 20-through-34-years age group (about 60 per cent) attended drive-in theaters than in any other age group. Approximately 40 per cent of the 35-through-54-years age group attended drive-in theaters. Drive-in theater attendance generally was highest in metropolitan areas with populations of from 500,000 to 1,000,000.

In the charts are comparisons of families who attended drive-ins with families in the general population with respect to various living-standards factors. The figures for the general population were obtained from recognized trade associations, trade journals, and the Bureau of the Census. The figures for the drive-in audience, which may be slightly inflated in mailed-questionnaire responses, were obtained through the questionnaire study.

### Marital Status of Drive-Ins 15 Years of Age or Over

	% married
Northeast states .....	67
North central states .....	69
Southern states .....	62
Western states .....	73
Cities over 1,000,000 population .....	56
Cities from 500,000 to 1,000,000 population .....	72
Cities from 100,000 to 500,000 population .....	66
Cities from 2,500 to 100,000 population .....	67
Rural areas .....	62

### Products Owned by Drive-In Theatre Families

	% of families who attended drive-ins	% of families in the general population
Own automatic washing machine .....	62	37
Own food freezer .....	50	22
Own automatic dryer .....	37	18
Own hi-fi set .....	20	12
Own outboard motor .....	18	13
Own automatic dishwasher .....	11	6
Own radio .....	99	96
Own television set .....	96	87
Have telephone .....	92	75
Own their own home .....	86	62
Own one car .....	64	69
Own two cars .....	32	22

In all areas of the study, regional and city-size breakdowns were made. The drive-in audience was also analyzed for frequency of attendance by sex and by age groups.

Data on housewives showed that those who attended drive-ins, as compared with those who did not attend, were more likely to have children and to have younger children. Evidence of the fact that attending a drive-in is a family activity was seen in the data on the number of persons in the car the last time the housewife attended: more than 80 per cent had three or more individuals in the car.

It is interesting to note that during the period covered by the survey the drive-in theater attendance nationally was, according to A. E. Sindlinger: April—33,587,000; May—71,785,000; June—83,942,000; July—94,653,000; August—158,950,000; and September—97,163,000.

The data obtained on the drive-in audience came from 2,683 families. These families were comprised of 9,629 individuals of all ages — an average of 3.6 persons per family. The families were from all 48 continental United States, from cities and towns of all sizes. Some were from completely rural areas.

Mail questionnaires were sent out October 1, 1959, to members of three different 1,000-family panels, stratified on the basis of age of female-head of household, family income, census region, and city size. Of the 3,000 questionnaires mailed out, 93 per cent (2,791) were returned by October 26, the cut-off date. There were 108 questionnaires that had to be rejected, leaving 2,683 families or 89 per cent of the original sample.

(Continued on page 104)





## Dirty Room

In The New York Times Magazine, you learn what it's like to be a woman detective: "A man's coat, a brown coat, hanging on the back of a chair. And you're alone in the room with a man. It's a cold room and it's dirty. And all of a sudden he goes for the coat and you know there's a gun in it. And you wonder if he's going to make it before you can get your gun out of your pocket."

## Contented

In The New York Times Magazine, you learn what it's like to be an Iowa farmer: "We've had a hard time the last three years. But, hell, I don't want to bellyache, I've got my health and my family and a house to live in." He was tramping down a dung-pocked trail behind some of his cows. ("That white one is my pet. What a wonderful udder. I'll get 400 gallons of butterfat from her.")



## Nix

In The New York Times Magazine, you learn what it's like to work for George Romney: . . . An American Motors official was told that it looked like a G.O.P. year . . . "Nix on Nixon," was the speedy reply. "The next President will be Adlai Stevenson, and if he wins by one vote it will be mine." . . . Heresy in a citadel of Republicanism? The answer was unhesitating, "It's nice to work in an office where you don't have to worry about saying what you really believe."

# The New York Times Magazine

In The New York Times Magazine, you learn what it's like to get great results from advertising. That's because women, men, 1,300,000 families across the country enjoy it, use it as a weekly buying guide. That's why it is first in advertising lineage among all magazines. Schedule it—and sell New York in New York's most powerful salesman, The New York Times.



## Drive-in Theater Audience

(Continued from page 102)

The results of the study are believed to be representative of the drive-in audience nationally. A large sample was used in order to provide sub-samples of regions and city sizes.

### Samples of Families

The samples of families composing the panels used were not necessarily a cross section of the American population. Panel families, on the average, are better off than the average American families. This is because of under-representation in the panels of the very poorest segments of the population. This under-representation of the very poorest groups arises because of the inability or unwillingness of the members of this group—because of illiteracy, transiency, and work commitments—to participate in studies of this kind. Some of the ultra-rich also are somewhat inaccessible.

For most consumer research, however, this is not a limiting factor, since few are ultra-rich and since the poorer groups account for a relative-

ly small proportion of purchases of most consumer goods. In this study of the drive-in theater audience, the under-representation of poorer groups does not distort the description of the audience, insofar as non-automobile owning families are unable to attend public entertainments requiring ownership of a car.

The study was concentrated on three general areas:

**Families.** Information on the kind of families who attend drive-in theaters was compared with information on families who do not attend drive-in theaters. This information was detailed in terms of family composition, income, possession of appliances, education, and other descriptive data.

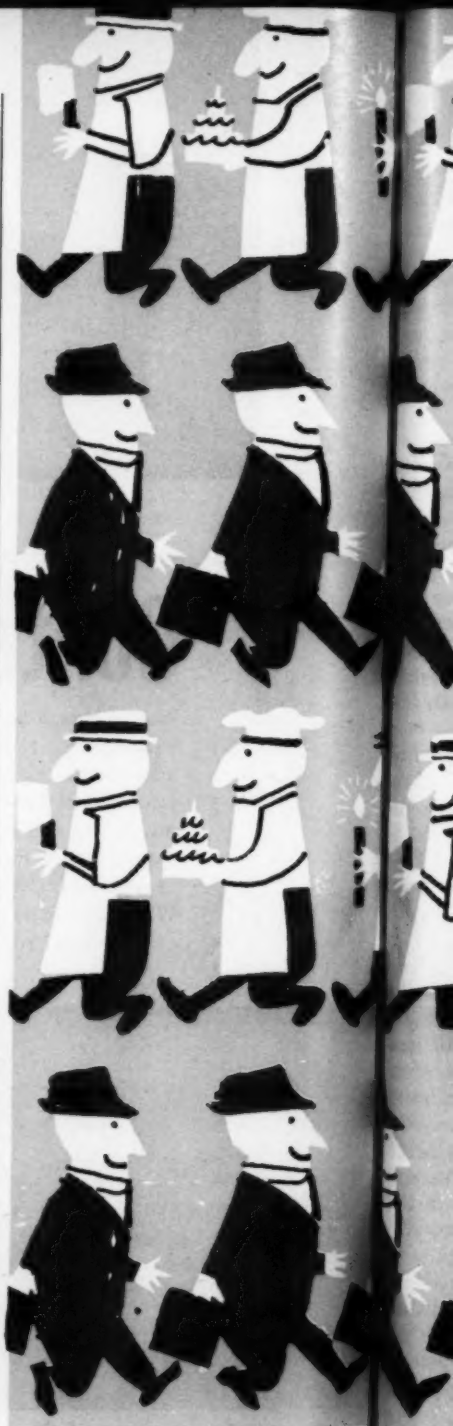
**Housewives.** Information was obtained on the housewives who attend drive-in theaters, since they are influential in most of the purchasing done by families.

**Individuals.** Data were gathered on the number of people who attend drive-in theaters, frequency of attendance, and the age and marital status of the drive-in goers. ■

### Age of Drive-In Audience and Frequency of Attendance

(April-September 1959)

Total Audience	Once or more	1 to 6 times	7 to 12 times	13 or more times
	%	%	%	%
Under 10 years.....	22	23	16	13
10 through 19 years.....	21	19	29	34
20 through 34 years.....	27	25	35	38
35 through 54 years.....	22	24	15	12
55 and older .....	8	9	5	3
<b>Males in Audience</b>				
Under 10 years.....	21	23	13	14
10 through 19 years.....	20	18	31	27
20 through 34 years.....	29	25	38	46
35 through 54 years.....	21	24	13	9
55 and older .....	9	10	5	4
<b>Females in Audience</b>				
Under 10 years.....	22	24	19	12
10 through 19 years.....	22	19	28	41
20 through 34 years.....	27	25	30	28
35 through 54 years.....	22	24	18	16
55 and older .....	7	8	5	3



M  
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TV sp  
plete





SPOT-BUYING  
FACTS NOT ON  
THE RATE CARD  
ABOUT KYW-TV  
CLEVELAND

## Most Local and National Advertisers of All Cleveland TV Stations

And that's not all! Most adult viewers of all Cleveland TV stations . . . most women viewers of all Cleveland TV stations, too. That's why, in Cleveland, no TV spot selling campaign is complete without the WBC station . . .

**KYW  TV  Cleveland**

Represented by Television Advertising Representatives, Inc.



WESTINGHOUSE BROADCASTING COMPANY, INC.



# First Quarter Rate Changes

Prepared by *Media/scope's* Research Department

## BUSINESS PUBLICATIONS Rate Changes, First Quarter, 1960

(One-time, Black-and-white Page Rates—U. S. Business Publications)

Circulation Groups	Number of Business Papers			Range of Changes		
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
100,000 and over.....	37	8	6	2	-25.0	25.0
50,000 - 99,999.....	80	26	26		2.2	30.0
25,000 - 49,000.....	223	64	64		4.7	62.2
15,000 - 24,999.....	221	62	61	1	-17.3	40.0
10,000 - 14,999.....	263	47	45	2	-22.0	158.1
5,000 - 9,999.....	493	85	84	1	-10.0	169.0
2,500 - 4,999.....	319	46	46		4.3	138.5
1,000 - 2,499.....	147	15	15		3.8	160.0
999 and less.....	10	2	2		20.8	38.9
Circulation not given.....	227	20	20		4.3	196.3
<b>TOTALS.....</b>	<b>2,020</b>	<b>375</b>	<b>369</b>	<b>6</b>	<b>-25.0</b>	<b>196.3</b>

(Source: SRDS Business Publication Rates and Data, 1960)

## CONSUMER MAGAZINES Rate Changes, First Quarter, 1960

(One-time, Black-and-white Page Rates—U. S. Consumer Magazines)

Circulation Groups	Number of Magazines			Range of Changes		
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
2,000,000 and over.....	19	19	13		5.8	20.4
1,000,000 - 1,999,999.....	24	13	13		3.0	13.6
500,000 - 999,999.....	37	20	18	2	-45.5	24.0
250,000 - 499,999.....	54	13	13		5.0	100.0
125,000 - 249,999.....	56	12	12		9.7	34.8
75,000 - 124,999.....	51	6	6		4.1	73.7
50,000 - 74,999.....	33	7	7		13.2	75.0
25,000 - 49,999.....	44	4	3	1	-22.9	25.0
10,000 - 24,999.....	44	4	4		2.9	44.0
9,999 and less.....	29	3	3		14.9	26.0
Circulation not given.....	63	5	4	1	-50.0	25.0
<b>TOTALS.....</b>	<b>454</b>	<b>100</b>	<b>96</b>	<b>4</b>	<b>-50.0</b>	<b>100.0</b>

(Source: SRDS Consumer Magazine Rates and Data, 1960)

## NEWSPAPER Rate Changes, First Quarter, 1960

(One-time, Flat-line Rate—U. S. Newspapers)

Circulation Groups	Number of Newspapers			Range of Changes		
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
400,000 and over.....	18	5	5		4.6	10.0
200,000 - 399,999.....	49	11	11		3.6	9.3
100,000 - 199,999.....	57	10	10		3.8	13.3
50,000 - 99,999.....	115	21	21		3.1	12.5
25,000 - 49,999.....	187	37	37		2.7	15.4
10,000 - 24,999.....	389	62	61	1	-18.2	20.0
5,000 - 9,999.....	400	39	39		7.7	25.0
4,999 and less.....	394	40	40		6.7	50.0
<b>TOTALS.....</b>	<b>1,609</b>	<b>225</b>	<b>224</b>	<b>1</b>	<b>-18.2</b>	<b>50.0</b>

(Source: SRDS Newspaper Rates and Data, 1960)

**BUSINESS PUBLICATIONS** Almost 19 per cent of the business publications considered in this report changed black-and-white page rates during the first quarter of 1960. This compares with 14 per cent changing rates during the first three months in 1959. There was more than a one-third increase in numbers of business publications increasing rates this year over last year.

For the past two years more business publications with circulation over 15,000 increased rates than did so in each previous year. In the first quarter of 1960, 28 per cent of these publications raised rates, compared with 20 per cent doing so in 1959.

**CONSUMER MAGAZINES** The percentage of consumer magazines changing black-and-white page rates in the first quarter of 1960 was approximately the same as in the first quarter 1959—22 per cent. Rate change activity was greatest among magazines with circulations over a million. Here two out of three of the mass circulation magazines registered rate increases. At the other extreme less than one in 10 of the magazines with less than 50,000 circulation boosted rates.

Although relatively fewer limited-circulation magazines raised rates, the individual magazine's page rate increases were greater, when compared with rate increases of the mass-circulation magazines.

**DAILY NEWSPAPERS** Fewer daily newspapers increased rates during the first three months of 1960 than did so during the same time period for the past four years. This year 14 per cent adjusted display rates, while 17 per cent did so last year.

Although the proportion of newspapers changing rates is fairly constant among circulation groups, the range of rate changes and the median changes vary. As circulation increases, both the range of changes and the median changes tend to get smaller.



**RADIO STATIONS** Approximately 7 per cent of the radio stations announced changes in their costliest minute rates during the first three months of 1960; 60 per cent were increases, 40 per cent were decreases. A year ago the number of stations increasing rates about equaled the number lowering these rates.

Both last year and this year the ratio of national and regional stations increasing rates to those decreasing rates was similar—two increases for every decrease. Among local stations, however, a year ago one-third more stations lowered rates than raised them. This year the ratio is equal.

Although fewer stations revised hourly rates than minute rates, the nature of the changes was similar.

**TELEVISION STATIONS** One-fourth fewer television stations adjusted costliest minute rates during the first quarter of 1960 than did so during the same time period in 1959. Generally, the rate increases were not so high this year as they were last year. In addition, no VHF stations reduced minute rates a year ago, but four have done so this year.

UHF stations, typically, have kept their rates constant. A year ago five UHF stations increased minute rates. In 1960 none has done so. One UHF station reduced rates last year, two this year.

Among VHF stations, approximately one station in eight changed minute rates. The greatest rate change activity took place in the Middle Atlantic region, where about two stations in seven raised rates. The least activity occurred in the Far Western states, where only one in 10 boosted rates. By contrast, a year ago greatest rate activity had taken place in the Far Western states, when one-fifth of the stations increased rates.

## RADIO STATIONS Rate Changes, First Quarter, 1960

### ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total Changing		Increasing Range of Changes				Decreasing Range of Changes			
			No.	Low %	High %	Median	No.	Low %	High %	Median
National (50,000 Watts)	100	10	7	2.7	87.5	19.0%	3	-3.7	-20.0	-13.0%
Regional (5,000-10,000 Watts)	686	68	45	6.7	122.2	25.0%	23	-3.6	-66.7	-25.0%
Local (100-1,000 Watts)	2,464	145	74	5.1	220.0	25.0%	71	-4.0	-61.5	-30.0%
F.M.	126	21	14	5.0	138.1	20.0%	7	-10.0	-50.0	-25.0%
Outside of U. S.	102	4	3	6.7	17.6	8.0%	1	-6.7		
TOTALS	3,478	248	143	2.7	22.0		105	-3.6	-66.7	

### ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total	No. of Stations Changing	Increasing Range of Changes				Decreasing Range of Changes			
			No.	Low %	High %	Median	No.	Low %	High %	Median
National (50,000 Watts)	100	3	3	10.0	18.2	16.7%				
Regional (5,000-10,000 Watts)	686	19	14	6.7	100.0	20.0%	55	-25.0	-50.0	-37.5%
Local (100-1,000 Watts)	2,464	88	45	4.8	175.0	25.0%	43	-2.5	-55.6	-25.0%
F.M.	126	20	12	10.0	180.0	42.9%	8	-7.2	-49.5	-29.4%
Outside of U. S.	102	2	2	16.8	185.0					
TOTALS	3,478	132	76	4.8	185.0		56	-2.5	-55.6	

(Source: SRDS Spot Radio Rates and Data, 1960)

## TELEVISION STATIONS Rate Changes, First Quarter, 1960

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

### V.H.F.

Geographic Regions	One-Minute One-Time-Rates					One-Hour One-Time Rates				
	Total Stations	No. Stations Increasing	Range of Changes Low %	High %	Median	Total Stations	No. Stations Increasing	Range of Changes Low %	High %	Median
New England .....	15	2	10.2	16.7		6	7.7	12.5	10.0%	
Middle Atlantic .....	32	9	3.5	26.1	11.1%	3	8.3	16.7	14.3%	
East North Central.....	51	6	1.5	45.8	12.5%	3	8.3	16.7	14.3%	
West North Central.....	65	6	9.1	26.7	16.7%	5	6.3	21.7	14.3%	
South Atlantic .....	67	7	12.5	50.0	17.6%	5	6.3	25.0	9.1%	
East South Central.....	29	4	5.8	25.0	14.3%	2	4.5	12.5		
West South Central.....	65	10	4.2	133.3	9.1%	6	5.6	86.7	11.1%	
Mountain .....	46	3	20.0	25.0	25.0%	3	7.7	25.0	10.0%	
Pacific .....	42	6	8.6	33.3	24.0%	7	10.0	34.6	12.5%	
Outside of U. S. ....	20	1		21.4		1		21.4		
TOTALS.....	432	54	1.5	133.3		38	4.5	86.7		

Four stations lowered the minute rate 8.3%, 16.7%, 17.2% and 25.0%.

One station lowered the hourly rate 25.0%.

(Source: SRDS Spot Television Rates and Data, 1960)

## TELEVISION STATIONS Rate Changes, First Quarter, 1960

### U.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time-Rates				Median	One-Hour One-Time Rates			
		No. Stations Increasing	Range of Changes Low %	High %	No. Stations Increasing		Range of Changes Low %	High %		
New England .....	8									
Middle Atlantic .....	10									
East North Central.....	27									
West North Central.....	1									
South Atlantic .....	8									
East South Central.....	7					1		6.3		
West South Central.....	3									
Mountain .....										
Pacific .....	6									
TOTALS .....	70					1		6.3		

Two stations lowered the minute rate 8.3% and 9.1%.

(Source: SRDS Television Rates and Data, 1960)

## New York Media Planners Criticize Rate Cards

**T**HE MAY MEETING of the New York Advertising Media Planners heard suggestions ranging from standardized discounts with adjustable base rates, to discounts based on weekly dollar volume—all in the interests of making rate cards more useful.

Lee Currin, associate media director, Benton & Bowles, suggested the possibility of standardizing one of the two variables that make up a station's price tag—either discount pattern or base rate. This, he suggested, might cut in half the confusion, and still leave broadcasters latitude to adjust the other variable in relation to individual market situations and station problems.

Miss Ann Janowicz, media supervisor at Ogilvy, Benson & Mather, maintained that rate cards need not be the "operational monsters" they are today. She asked stations to keep track of where their business was

coming from and when, by following the trends in their own markets. This would allow stations to price themselves more realistically.

Compton's head broadcast buyer, Robert Liddel, brought exhibits. Using blow-ups of rate cards for one typical station, he showed how, within five years, this station had added a fourth time classification plus five plans, each with different discounts, each with a different "hook in fine print."

Terming this growing complexity a "disease," he foresaw increasing confusion as the years rolled by, until things reached a point where there would be "no more salesmanship on the part of the salesman, and no more judgment on the part of the buyer, since, with everything spelled out in small print, the card, not the salesman, would be doing the selling."

One possible cure for the disease,

he suggested, might be one discount used by all stations, based on weekly dollar volume use of a station by an advertiser.

One panelist, however, pointed out some possible disadvantages of card simplification. Richard Pickett, media supervisor at Foote, Cone & Belding, warned against standardization at the expense of competition and flexibility.

"I'm all for simplification," he said, "provided rate cards accommodate advertisers of all types—the large, the small, the long-term, the short-term. Oversimplification could result in the advertiser paying more for what he is getting. Of course, this present complexity puts a burden on the buyer, but that's what we're paid for."

He concluded by emphasizing that some uniformity in rate cards would make media planning faster and more accurate, and lead to more recommendations for spot.

In reply to the various buyer complaints, members of several broadcast representative firms, present as guests, cited past or proposed rate card revisions making for faster reading and easier understanding.

This meeting also served as stage for the first public unveiling of the AAAA's latest revisions of its recommended rate cards for both radio and television. AAAA emphasizes, however, that these forms do not suggest station policies and practices, and "relate only to type of information needed by buyers from broadcasters," and "the uniform arrangement of such data." Recommended sequence of information, says AAAA, in the directions accompanying sample cards already sent to all agencies and broadcasters, "corresponds closely to sequence preferred by agency time buyers in a survey conducted by SRDS."

### SUMMERTIME MENUS LURE

just as many Americans  
into top volume restaurants  
as in the proverbially busier  
seasons . . . there's no letup  
in restaurant buying . . .  
and no letup in the basic  
need for smart product  
and merchandising ideas.

*In fact, the summertime  
advertiser in RESTAURANT  
MANAGEMENT can be  
busier sales-wise than ever.*



## RESTAURANT MANAGEMENT

60,000 CONTROLLED CIRCULATION EFFECTIVE JULY 1, 1960

**BPA**

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y. 201 N. Wells St., Chicago 6, Ill.  
633 So. Westmoreland Ave., Los Angeles 5, Calif. 900 3rd St., San Francisco 4, Calif.  
583 Eight-O-Five Pouchtree Bldg., Atlanta 5, Ga.

## TRAFFIC WORLD

is the weekly  
newsmagazine of  
**TRANSPORTATION  
MANAGEMENT**

in every industry and in  
every mode of transportation  
See our Service-Ad in SRDS



## What makes a newspaper great?

Africa today is a fascinating combination of Ju-Ju witchcraft and General Motors, reports Robert Hewett, Minneapolis Star and Tribune on-the-spot correspondent.

A shiny American automobile chattering down a bumpy trail at 60 mph, with a carefree Nigerian at the wheel who trusts in two kinds of magic—the white-devil power of the modern machine and the fetish bag swinging from the mirror: these symbolize Africa's headlong race to independence, rushing in 50 years through the social, cultural and economic changes Europe took 500 years to make.

And for all his freeway aplomb and technique, the Nigerian driver still places his greater faith in the dirty leather pouch containing a dried monkey brain, some ground-up gazelle bones, a withered scrap of crocodile skin and two rusty bolts from



**Bob and Mary Hewett**

a World War II transport plane.

Hewett and his photographer-wife, Mary, set out last fall on a jolting 19,500-mile tour through Black Africa, from the Cape to Sudan, from Gambia to Somaliland. The jolts were evident, too, throughout Hewett's dispatches from the seething Dark Continent, where primitive minds are fighting their way to the light of modern freedom.

As news from Africa mounts in violence, and exotic place-names, tribes and leaders make strange headlines, newspaper readers in America's Upper Midwest have been prepared by Bob Hewett for a better, wider understanding of the people and the problems, the paradoxes and contradictions, of the African scene.

His 25-article series, "Today's Africa," has been acclaimed by

United Nations officials, teachers and journalism students as an excellent job of background reporting and a shrewd analysis of political issues and pressures—in a land swept by the winds of change.

The Minneapolis Star and Tribune have access to virtually every important news-gathering service, but believe that only through meaningful *extra* coverage of key areas and events by *their own staff members* can good newspapers fulfill their obligation of keeping readers informed on daily developments and significant trends.

Such extra effort to add understanding, depth and focus to world news continues to maintain, for the Minneapolis Star and Tribune, the confidence and loyalty of the largest newspaper audience in the 3½-state Upper Midwest.

**Minneapolis Star and Tribune**  
EVENING MORNING & SUNDAY

## EVENING

MORNING &amp; SUNDAY

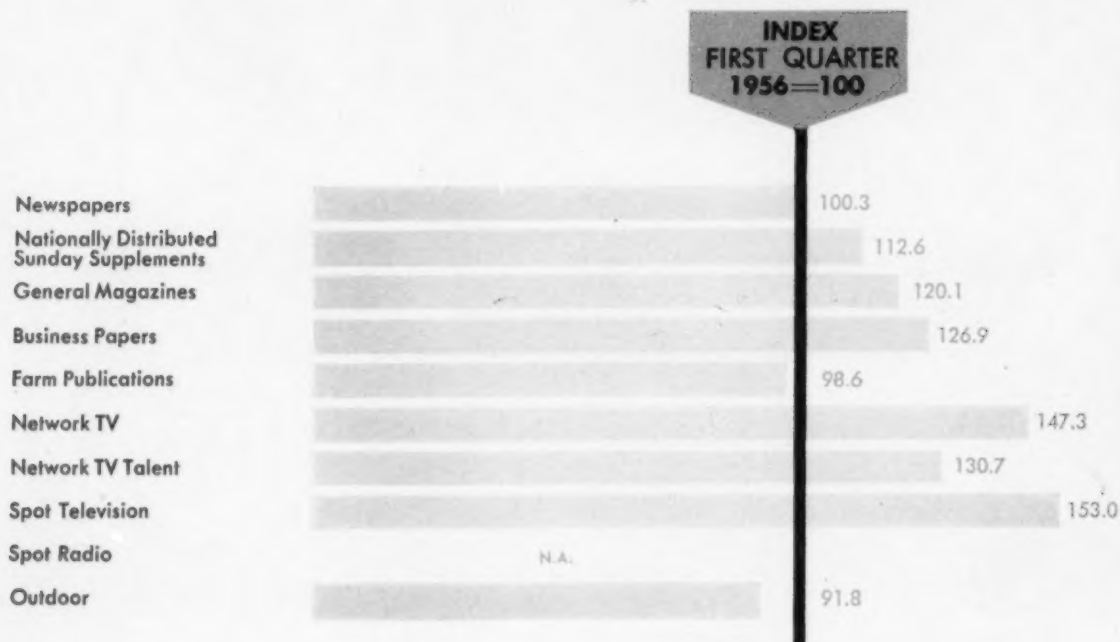
**650.000 SUNDAY • 515.000 DAILY**

**JOHN COWLES, *President***

Copyright 1960, Minneapolis Star and Tribune Co.

# Record of National Advertising Expenditures

## First Quarter 1960



first quarter	\$ Volume 1960	\$ Volume 1959
Newspapers	\$156,956,000	\$139,331,000*
Nationally Distributed Sunday Supplements	20,804,000	23,752,000
General Magazines	184,581,000	160,713,000
Business Papers	133,164,000	117,949,000*
Farm Publications	15,576,000	14,411,000
Network TV	171,843,000	156,520,000
Network TV Talent	106,715,000	109,264,000
Spot Television	167,981,000	151,414,000*
Spot Radio	N.A.	N.A.
Outdoor	23,700,000	22,266,000*

\* = Revised since First Quarter 1959 Index

**PER CENT CHANGE  
1960 - 1959**

+12.6  
- 2.4  
+14.8  
+12.9  
+ 8.1  
+ 9.8  
- 2.3  
+10.9  
N.A.  
+ 6.4

Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LNA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.



# DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



*stands for—*

**NEWSPAPER SYNDICATE**—A business concern which sells to the press special material (columns, photographs, comic strips) for simultaneous publication in a number of newspapers.

**NEXT-TO-READING-MATTER**—Advertising space position. If specifically requested, it is sold at preferred rates.

**NO-CHANGE RATE**—A rate offered to local advertisers who seldom change copy.

**NONPROBABILITY SAMPLE**—A nonrandom sample in which a bias may not be determined and which, therefore, does not permit an estimate of sampling error or the projection of its results.

**NONSTRUCTURED INTERVIEW**—An interview conducted without a prepared questionnaire in which the respondent is encouraged to talk freely without direction from the interviewer.



*stands for—*

**OFFSET PRINTING**—A process in which the impression is transferred from the engraving plate to a rubber blanket and then printed on paper.

**OGIVE CURVE**—In statistics, the graphic presentation of cumulative frequency distributions determined by adding each frequency to the sum of all those above it and then plotting it.

**ON THE LOG**—That which has been entered on the studio record required by the FCC.

**ONE-SHOT**—Generally a one-time sponsorship of a broadcast program, but it may also apply to the one-time placement of an advertisement in print media.

**ONE-TIME RATE**—The highest advertising rate not subject to discount privileges.

**O&O STATION**—Owned and operated station, a network station.

**OPEN END**—A broadcast in which the commercial spots are filled locally.

**OPEN-END QUESTION**—A research question in which the respondent is not committed to the selection of specific alternative answers.

**OPEN-END TRANSCRIPTION**—A generally syndicated transcribed radio broadcast designed to allow the insertion of local commercials throughout. Called open end, since spots at the beginning and the end of the show are usually blank, and the program, therefore, has open ends.

**OPEN RATE**—In print, the highest advertising rate on which all discounts are placed. It is also called **BASIC RATE**, **TRANSIENT RATE**, or **ONE-TIME RATE**.

**OPERATIONAL ACCOUNTING**—At the broadcast networks, the department which bills advertisers for use of time, talent, and production facilities, and handles the accounting details with the stations which carried the network's programs.

**OPERATIONS RESEARCH**—The process of applying mathematical techniques to each element within a basic problem in terms of a model or formula to determine the effect an alteration in any one of the elements would have on the total problem.

**ORDER LETTER**—A letter of agreement between an advertising agency and a medium stipulating the conditions of a purchase prior to a formal contract.

**ORDER PROCESS DEPARTMENT**—A branch of the network sales service department which estimates the cost of a tentative line-up for a client and then, upon approval, initiates the actual contract.

**ORIGINAL PURCHASE UNIVERSE**—In print, the persons within the audience who actually purchased the issue of a magazine or newspaper.

**OUT OF REGISTER**—Printing which appears blurred, caused by a printing plate which is not exactly in the proper position. Also color printing which does not exactly match the original color work.

**OUTSERT**—Separate printed matter attached to a package.

**OUTSIDE MARGIN**—Outside of a page.

**OVERLAPPING CIRCULATION**—Duplication of opportunity of exposure to an advertisement which occurs when an advertiser simultaneously runs the same advertisement in different publications which have high duplicate readership.

**OVERRUN**—Additional copies of printed material beyond the number ordered. Practiced in transit and outdoor advertising in order to have replacements for damaged posters.

*(Continued on next page)*



*stands for—*

**PACKAGE**—1. In broadcast, a special show, series of shows, film series completely produced by a packager or a network and purchased as a unit by an advertiser. 2. In outdoor, three- and six-sheet posters sold in a group tailored within a market to meet the advertiser's need.

**PACKAGE BAND**—A premium offer announcement on a package or on a strip around a package.

**PACKAGE INCLOSURE**—A premium inclosed in a package.

**PACKAGE PLAN DISCOUNT**—In spot television, a discount based upon frequency within a week; e.g., "5-plan," "10-plan."

**PACKAGER**—An individual or company that produces a broadcast program or series of programs which are sold as complete units.

**PAGE PROOFS**—Proofs of typographic material separated into pages in the form in which they will appear finally. These are to be distinguished from galley proofs in which the material is not separated into pages.

**PAINTED DISPLAY**—In outdoor, a display painted on a bulletin structure or wall, which may be illuminated, and is sold as an individual unit. The three standard structures are **THE DELUXE URBAN BULLETIN**, **THE STANDARD HIGHWAY BULLETIN**, and **THE STANDARD STREAMLINER BULLETIN**. In addition to these there are the **SEMI-SPECTACULAR** (embellished painted bulletin) and the **PAINTED WALL**.

**PAINTED WALL**—An outdoor advertising unit, purchased individually, usually situated on a high-traffic artery or in a neighborhood shopping area.

**PAINTER'S GUIDE**—In outdoor, the color guide for a painted display; a line drawing in which the colors to be used are indicated on the various elements of the design.

**PAIRED COMPARISON RATING**—In research, any test which seeks to compare two or more elements (advertisements, products, packages, etc.) in which each element is compared with every other element in the series. Results of such a test will indicate a preference rating among all elements.

**PANEL**—1. An outdoor poster. 2. In research, a fixed sample of people or homes which are interviewed repeatedly.

**PARTICIPATION**—A spot announcement within a program.

**PARTICIPATION PROGRAM**—One in which complete segments of a program are sponsored by different advertisers; or one in which the same program is sponsored alternately or jointly by different advertisers. It may

involve national and/or local advertisers. Such participation is called **PARTICIPATING SPONSORSHIP**.

**PASS-ALONG READERS**—Readers of a publication who are exposed to a copy in any other way than through direct purchase or the purchase of a subscription by some member of the household.

**PENETRATION**—1. In television, the proportion of set-owning households to total households in a market. 2. Loosely, in relation to advertising effectiveness, the degree of effectiveness of advertising in terms of the impact on the public.

**PENETRATION STUDY**—The study of the effectiveness of advertising on the public.

**PERFORMANCE INDEX (P.I.)**—In marketing, it is the relation of a company's actual sales within a territory to an estimate of what should have been sold (sales par). It is an index of sales performance determined by dividing the actual sales by the sales par.

**PER INQUIRY ADVERTISING (P.I. ADVERTISING)**—An agreement between a media owner and an advertiser in which the owner agrees to accept payment for his facilities on the basis of the number of inquiries or completed sales resulting from advertising soliciting inquiries or direct sales.

**PERIODICAL**—A magazine or newspaper that appears at regular intervals. In advertising, generally refers to a magazine.

**PERSONAL INCOME**—The current income received by individuals, unincorporated businesses, non-profit institutions from all sources including payments not for current production (social security, pensions, etc.) and estimated net rental value to owner-occupants of their homes and the value of food consumed on farms.

**PERSONIFICATION**—The process of giving inanimate objects (i.e., products) gender.

**PHONEVISION**—A special telephone signal which might be employed in pay television.

**PHOTOCELATIN (COLLOTYPE)**—A printing process which permits facsimile reproduction of any art work in exact tone and detail without the use of halftone screens.

**PICA**—1. A unit of print measurement, 6 picas to an inch. 12-point-type.

**PICKUP**—In broadcast, the point from which a program is transmitted.

*Definitions of additional words beginning with "P" will be given in July.—The Editor.*

WHEN

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to

The Chic  
Chicago  
the nation  
News is

WHEN YOU'RE MAKING UP THE MEDIA LIST, HERE'S **FOOD** FOR THOUGHT—

The Chicagoans with more money  
to spend...spend more time with the

## CHICAGO DAILY NEWS

The Chicago Daily News carries more food lineage than any other Chicago newspaper—more than any other evening newspaper in the nation. This has been true for fifteen years because the Daily News is read by families who spend more money—on food and

other items—whose median income is \$1070 a year higher than Metropolitan Chicago as a whole. They are receptive readers too—who spend at least 35% more time with their newspaper than readers of the other Chicago dailies.



## Scope on People



At OAI Reception during AAAA meeting in Boca Raton (Fla.), Alden James (far left), senior vice president, Outdoor Advertising Inc., greets (left to right) Emerson Foote, senior vice president, McCann-Erickson; Mrs. Robert M. Gray; Robert M. Gray, manager of the advertising-sales promotion division, Esso Standard Oil Co.; Joseph J. Hartigan, vice chairman, Campbell-Ewald Co.



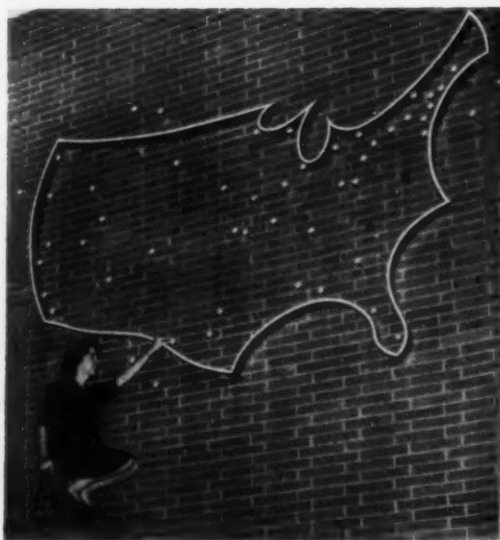
ALBERT WHITMAN has been named president of Campbell-Mithun, Inc. He succeeds Ray O. Mithun, who moves up to chairman of the board. Mr. Whitman had been executive vice president.



EVELYN LEE JONES, broadcast media supervisor on motion picture accounts, and business manager of the radio-TV departments of Donahue & Coe, was elected president of Advertising Women of New York.

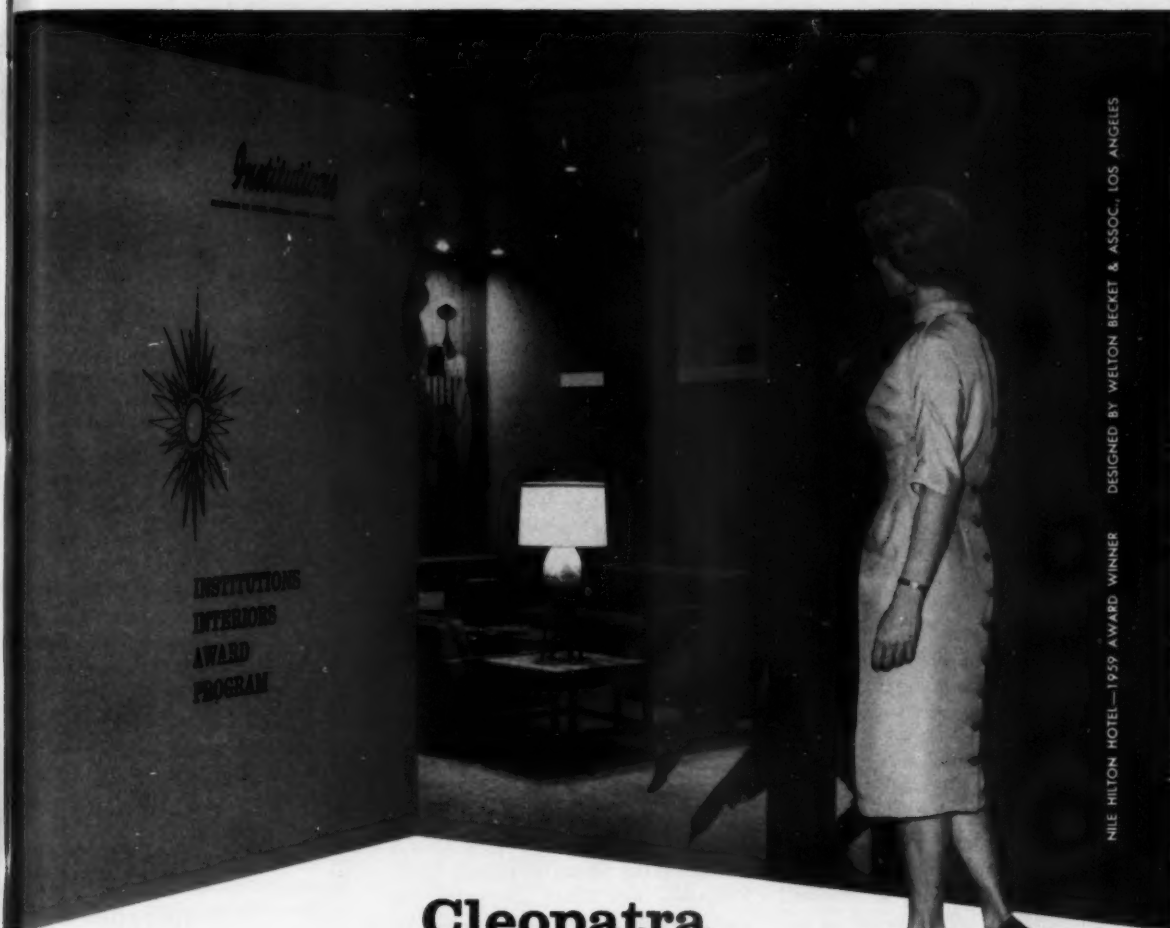


HARRY HARDING (left), executive vice president of Young & Rubicam, and new chairman of the American Association of Advertising Agencies, receives congratulations from outgoing Chairman Robert M. Ganger, board chairman of D'Arcy Advertising Company. The occasion was the AAAA annual meeting at Boca Raton (Fla.).



NAN HALLAM, receptionist at Cargill, Wilson & Acree, Richmond (Va.) agency, puts the last star on this unusual polished aluminum map recently installed on the wall of the agency's lobby. Stars on the 11-foot aluminum outline map mark locations of members and affiliates of the Affiliated Advertising Agencies Network, to which Cargill, Wilson belongs.





NILE HILTON HOTEL—1959 AWARD WINNER DESIGNED BY WELTON BECKET & ASSOC., LOS ANGELES

## Cleopatra would have loved it...

The judges did. Looking beyond the commonplace . . . selecting the outstanding examples of good design . . . and narrowing the final choices to the truly "inspired" has made the Institutions Interiors Award Program the hallmark of design excellence in the Institutions field. The nation's leading architects, designers and decorators of Institutions are quick to recognize this. A New England architect states, "We look forward to this annual event with keen interest . . ." And from an Oregon designer, "INSTITUTIONS Magazine has the courage to explore and question."

The pet frills and colors of the proprietor's meddlesome

relatives are no longer acceptable as design patterns. A professional opinion is required to best achieve the exciting results made possible with the new fabrics, paints, furniture and accessories.

Decorating Editor Madelin Severson, associate member A.I.D., N.S.I.D., works closely with operators, manufacturers and design experts. This contact plus her exclusive access to the hundreds of entries in the annual Institutions Interiors Award Program results in an unexcelled editorial product. If you sell contract furnishings your advertising belongs in INSTITUTIONS Magazine.

CALL US. OR CONSULT YOUR ADVERTISING AGENCY



dynamic editorial performance

**Institutions**<sup>®</sup>  
MAGAZINE OF MASS FEEDING/MASS HOUSING  
1801 PRAIRIE AVE., CHICAGO 16, ILL.





Howard G. Sawyer

## Comparable Audits— How Soon?

**T**HAT'S A PRAISEWORTHY project in which the ABC and BPA have joined hands: "To consider the possibility of obtaining greater uniformity in reporting the business analysis of business publication circulation."

But the media buyers must be warned against expecting results in the near future. As well-intended as this effort undoubtedly is (and as a participant myself I can assure you of its good intentions), the obstacles are immense.

The fact that ABC will give a breakdown only for the paid portion of circulation is only one problem. Another is that even where standardization exists, as in ABC, sometimes the classifications are so broad as to be meaningless—or when the classifications are sharp and narrow as with some BPA books using SIC, standardization is not mandatory.

It is not possible to decree uniformity by wish or request. One thing I have learned in my tour of duty on the BPA board is that what looks desirable from the space buyer's point of view often looks impossible from the publisher's, and for legitimate reasons which the space buyer would be sympathetic with if he could hear the other side.

Publishers' reluctance to accede to buyer demands is hardly ever due to intransigence; rather, what the buyers have recommended would often do a severe injustice to certain publishers whose reluctance is honest and understandable and not always (but sometimes) based upon the tremendous added expense the "improvement" would entail.

### Business Analysis Schedule

In this project which the AIA has inspired, a field will be selected in which competing publishers will be

asked to confer with the purpose of working out a business analysis schedule which could be used uniformly by all publishers serving the field.

This probably won't be easy, no matter which field is selected. I know of one industry group, which, in meeting for such a purpose, practically ended in a cat-fight. And even in the metal-working field, where there is already as much conformity to standardized industry breakdowns as you'll find anywhere, it's still a confused situation.

In SRDS section No. 88, three publications—*American Machinist/Metalworking Manufacturing*, *Metal Progress*, and *Tool Engineer*—use the standard ABC breakdown for metalworking. *Metal Finishing* and *Plating* have a separate breakdown. *American Metal Market and Engineering* and *Mining Journal Metal and Mineral Markets* are audited as newspapers, hence give no breakdown. *Modern Castings* has its special breakdown, with no one to compare.

In the same section, 30 BPA publications are listed, of which 19 use SIC. Each publisher, naturally, wants a business analysis format which will enable him to present his magazine in the best possible light, so even the best-spirited form of cooperation will have distracting tugs of self-interest.

But the tide is running in favor of the buyers, and I feel sure that most publishers know this. Moreover, on both sides of the desk there's a growing realization that a circulation audit—any audit—is not enough. That is, it's not enough to have some outside, responsible party testify that a publisher's statement about his circulation is honest. Standardization in the reporting is imperative if space buying is to be done intelligently.

AIA has performed nobly in bringing about a cooperative investigation by ABC and BPA into the possibility of such standardization.

### "What's My Line?"

A contributor to the Letters column (Jerome Peskin) accuses me of jumping to a too-hasty conclusion in warning publishers of free-circulation magazines to make sure that promotion copies sent into advertising agencies are properly addressed.

I had suggested that agency people might think less well of free circulation on the evidence of copies addressed to nonexistent or misspelled agency personnel.

The correspondent "wagered" that as many paid publications were guilty of incorrect and dead name addressing, and urged me to consider that this is not a matter of free-versus-paid controversy.

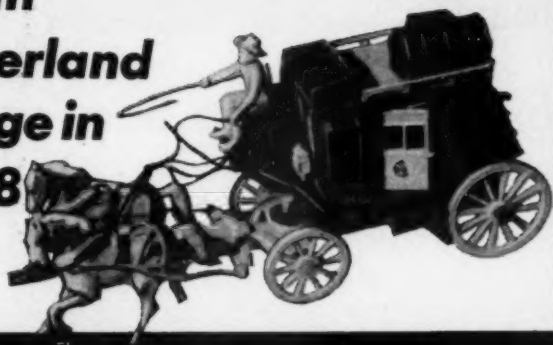
True enough. But too many buyers of business paper space do not realize that proper auditing procedures make it impossible for the business circulation to be so sloppily handled; rather, they might be inclined to suspect that what happens to agency-bound copies also happens to the business circulation.

This writer states that "the velocity of personnel change in advertising agencies is one of the most frustrating aspects of checking copy mailing, as well as promotion lists."

Why is this so? I can think of no industry where changes in title, address, and company affiliation are so well reported in its trade press. If the magazine salesman is neglectful, the promotion manager in the home office can pick up most of the changes without moving from his chair.

A wrong name in an advertising agency list is inexcusable.

# From Overland Stage in 1858



# to Guided Missile in 1959... Is the Record of Mail Progress!

as reported by  
**SIGNAL,**  
the magazine  
military  
electronics  
looks to for  
the facts!



Missile mail is just one example of how electronics is changing America's way of doing things—how military weapons can be channeled into peaceful pursuits. While on the alert to keep America free, moving America forward to an ever-higher standard of living, seems to be the by-product of our defense industry. And recording the vast changes taking place in the communications, electronics and photography fields is **SIGNAL**, official publication of the Armed Forces Communications and Electronics Association.

## 10,000 PRIME PROSPECTS . . .

for your product or service read **SIGNAL** every month! Here you can make your ads work to tell your military-electronics story and factually promote your own bid for the \$4 billion annually that Uncle Sam invests in electronics. **SIGNAL** sells to the men who initiate, and use communications and electronics equipment for the Armed Forces; and the men in industry who manufacture and sub-contract in this vital field.

## UNCLE SAM NEEDS YOU . . .

and you need **SIGNAL** to tell your military-electronics story to the right people. **SIGNAL**'S interesting and readable articles reveal your potential market, and its editorials help you map out an appropriate sales campaign. Within its pages you will find news of current needs and projects of the Armed Services and of the government, as well as the latest in industry research and development. Through **SIGNAL** you reach the men whose dreams become "The Hallmarks of Outer Space" (1959 Convention Theme) and whose day-to-day job makes up 50% of the entire electronics market!

## A SALES-PRODUCING PACKAGE PLAN . . .

is offered by the Armed Forces Communications and Electronics Association to help you get government orders and to help you help Uncle Sam. Advertising in **SIGNAL** is just part of it. The other features include: Group membership in the AFCEA, a select organization specializing in all aspects of production and sales . . . and attending AFCEA chapter meetings, dinners and a big annual exposition for publicizing your firm and displaying your products.

## AFCEA CONVENTION AND SHOW . . .

held in Washington, D. C., June 3-5, set a new attendance record! 78 well-pleased exhibitors used 146 exhibit units to display their latest wares. Business was built . . . everyone learned, enjoyed and gained from seeing for themselves and talking with the producers.

All of these AFCEA activities add up to one thing for you: a neat package that gives your company prestige, contacts and exposure in the 4 Billion Dollar military-electronics field. Interested? Then find out more about what the AFCEA can do for you . . . what **SIGNAL** advertising can do for you. Write or call today!

# **SIGNAL** **EPA**

Official Journal of the AFCEA

Wm. C. Copp & Associates  
72 West 45th Street, New York 36, New York  
Murray Hill 2-6606  
Boston • Chicago • Minneapolis •  
Los Angeles • San Francisco

## Don't "Self" This Service

By Lionel M. Kaufman

Have you ever wondered what would happen if media were to try their advertisers' new merchandising methods—and put media-buying on a self-service basis?



I had a frightening day-dream yesterday—right here at this desk. I was in a large office . . . or was it a library? . . . or a super-market? All four walls were covered with shelves. And the shelves were stacked with magazines, newspapers, scrapbooks, colorful displays.

"Where am I?" I asked.

"Media Dept. Shopping Center, BBDO, New York," they told me. "Every agency has one today."

"That must be a job, keeping all the media in stock, and all the facts and figures up to date," I said.

"Simple," they answered. "Every shelf's serviced every month by Standard Rate & Data."

I gasped and bumped into the group in front of me. Three men and a shopping cart.

"That's the Quickee Cake-Mix account group. Fellow pushing the cart is the account executive. Man thumbing through that *Look* booklet is in media."

"And the little fellow, sitting in the cart seat, and pointing at the shelves?" I asked.

"The client, of course."

"I can see that for print media," I said. "Just stock the latest issue, and the rate card, and the cost-per-thousand tag. But how about TV?"

They led me to a shelf, filled with brightly decorated units, carrying a smiling face on each box-cover. "Brother," they said, "everything is packaged today." Then, reading from the back of the box, "Here, for example, is an adult Western, with a high Trendex, and a prime time slot."

I was about to ask the price, when that creative man's alarm clock, the telephone, broke in.

As I got back to the paper on my desk—a presentation that a space salesman had left with me—it suddenly dawned on me why "this can't happen here."

### Media Salesman Important

Because the media salesman of the 1960's is too important a part of the advertising picture to be dispensed with. He bears absolutely no resemblance to the old-time order-taker, with a glass in one hand, and a rate card in the other.

Today's media salesman doesn't just call on advertisers—many times he creates them. Ask yourself how many of today's special inserts and sections, related-product spreads, and TV spectaculars first came out of a media representative's bag.

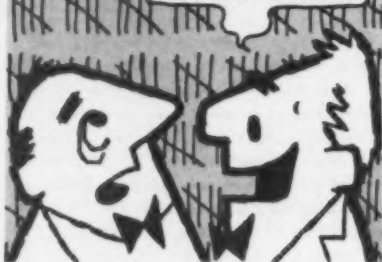
Today's media salesman makes it his business to know about the advertiser's product, as well as his own. Many a Detroit-based media representative could move tomorrow into G.M.'s advertising department, and do a job there.

Today's media salesman knows which dots on the map are your best markets—and can help you plot your campaign to cover them. He knows which dealers handle your product—and has some good ideas on how to handle those dealers. He's probably preparing a special presentation right now, to fly down and explain your campaign to your district managers' convention. He gets around, and can tell you who's launching a new product or a new campaign, how so-and-so's contest or free deal went over.

Yes, today's media salesman is a handy man to know.

MILES  
TO THE  
MOON?

NO...COUNT OF  
ELKS READERS  
WITH ABOVE  
AVERAGE INCOME!



**ELKS** median income leads that of all men's magazines regularly surveyed in the Starch Report. 1.2 million Elks are first in median income with \$7176 . . . first in percent of readers earning \$10,000 or more . . . first in more ownership classifications than any other men's magazine reported. Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

**THE ELKS MAGAZINE**  
New York, 386 Fourth Ave.  
Chicago, 360 N. Michigan Ave.  
Los Angeles, 1709 W. 8th St.





Gray Advertising's media executives at a new-client meeting. Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

## NEW ACCOUNTS...NEW SCHEDULES

...when competent media information is in real demand

A typical time of media decision, caught by candid camera at an actual new-account meeting of Grey's Media Board of Strategy. This goes on somewhere every day, in agencies all over the land. 1959 saw 1688 agency account shifts. Every one meant a new schedule. 228 major moves alone totaled more than \$210,000,000 worth of advertising contracts!

Get on a new list at the start and you are well on the way to a contract. Miss out then and you have a long, hard selling job ahead.

To improve your chances of proper consideration at the early stages, make your media information instantly accessible, and be sure it is competent to serve the buyers' needs!

Take another look at the people in the Grey media meeting. At this very moment they are selecting candidates for a new account schedule, using SRDS, *their media-buying directory* . . . deciding which representatives to call in. They may remember the impressions your representatives or general promotion (and your competitors') have made in the past—but how well are you selling them now?

With competent Service-Ads in SRDS

**YOU ARE THERE**

*selling by helping people buy*

**SRDS Standard Rate & Data Service, Inc.**

*the national authority serving the media-buying function*

C. L. Atthof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL., ORCHARD 5-8500

SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA



What agency people want to know about TV stations is detailed in the new "SPOT TELEVISION PROMOTION HANDBOOK". Be sure to ask for one.



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Spot Sales

## More Realistic Estimates Needed

By Isabel Ziegler



### WGAL-TV

secures

as one market  
many thriving  
cities, towns,  
and  
communities:  
and delivers  
this rich area  
best because  
its audience is  
greater than  
the combined  
audience\* of  
all other  
stations in  
this great

**MULTI-CITY  
TV MARKET**

\*ARB and Nielsen

**WGAL-TV**  
*Channel 8*  
Lancaster, Pa.  
NBC and CBS

STEINMAN STATION  
Clair McCollough, Pres.  
Representative: **MEEKER**

I HAVE TALKED TO many time-buyers, and find that there is no pat formula used when preparing preliminary or advance costs for either radio or television spot. The words most often used are "the highest cost on the most expensive station," and in connection with both radio and television. This means that when an advertiser asks his agency how much a campaign in television in the top 50 markets would cost using five evening 20-second announcements a week, the cost submitted would be based on buying the highest-priced station in the market in the highest time classification. In addition, I have often heard that package rates or frequency discounts are not figured, so that there is a margin for rate increases.

This method of operation is contrary to the way estimates are prepared in almost every other business. If you were going to have your house painted, the painter would not include in his estimate the possibility of a streaky job which might necessitate his going over a few places once or twice. Nor would this painter include in his price the cost for the most expensive paints. He knows that in all probability you will call in several other painters, and his estimate must be reasonable to be competitive. Our Government requests "bids"—another version of estimates—of competitive companies when a particular project is to be undertaken. Most often the award is automatically granted to the lowest bidder.

Estimating for a radio campaign can be more drastically affected if the cost is based not only on the highest priced station, but also on the highest time classification without regard to either package rates or frequency discounts. If you were to buy a place setting of silverware, the price would be lower than if all the pieces were bought separately. If you were planning to buy silverware, you

would most certainly take this into consideration.

Why don't we estimate more realistically? Granted, the silverware is tangible, the paints available. We, however, are confronted with many intangibles and with the possibility of facing a sellers' market where we can't always buy what we want because it may not be available. Still, we are in a competitive business. An agency cannot afford to give an advertiser misleading information. Why should we be granted the right to protect ourselves in every possible situation?

Sometimes an advertiser requesting an estimate for a campaign must figure closely. How many times has he been forced to use another medium because it was cheaper? Maybe it was cheaper only because the cost was figured more realistically.

How, then, must we figure estimates? First, it must be realized that a realistic figure is necessary. Second, the advertiser must realize that the figure submitted is an estimate and subject to some variation. It must also be realized that estimates are not based on exact availabilities. In most cases, it is impossible to query for availabilities in order to work up costs. It is usually impossible because of the time limitations. Information of this kind is needed "yesterday." It is also impracticable, since when authorization is finally given, the availabilities may have changed. Of course, some other ground rules must be established—length of commercial, type of audience desired, etc., and then an experienced time-buyer has to work along with an estimator. A market-by-market job has to be done. Sometimes a combination of less expensive stations in some markets does a better job than the highest-priced station, and vice-versa. These are the things that good workable estimates are made of.





## EVERY SUMMER MORE VACATIONERS DISCOVER WJR

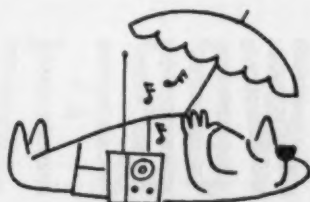
Last summer more than five million outstate tourists visited Michigan and spent 650 million dollars on almost every product imaginable! Of course it's not just the outstaters who appreciate this beautiful vacationland. Michiganders know it, love it, and stay home to enjoy it every summer. Right next door, Ontario handles 60% of Canada's tourist trade. This amounts to a tremendous market, and WJR covers it like a glove.

People save for their vacations, they love to spend and they do. Furthermore, they depend on their

radios for entertainment and information—they listen to them on the beach, at picnics, in boats, in the cottage or on the road, and the powerful voice of WJR can carry your sales message to them.

Mom, Pop, and all the kids will find something they like on WJR. Its complete range programing means something for everyone, every day. For details check with your Henry I. Christal representative. He has all the information showing why WJR is the best buy for summer, or any season.

**WJR** DETROIT  
760 KC 50,000 WATTS  
RADIO WITH ADULT APPEAL



People demand more enlightening entertainment—and they get it on WJR

# LITTLE ROCK

## The Facts Stated Simply:

We feel the Arkansas Gazette is fully justified in asking that you and your associates study, discuss and consider carefully the placing of National Advertising schedules in Little Rock. We make a further suggestion that this is one of the times in this country when some of the normal yardsticks applied bear very deep examination.

The Arkansas Gazette is one of the outstanding newspapers of the country and the South from a publication standpoint, maintaining substantial leadership in news and editorial content.

The Arkansas Gazette is not only maintaining advertising leadership, but does so in nearly all the important major areas—see Media Records.

Because the Little Rock problem is so readily recognizable as having no modern-day parallel, we sincerely suggest and urge you and your associates to continue to place your national advertising schedules in the Arkansas Gazette.

*Oldest Newspaper West of the Mississippi — Established 1819*

# Arkansas Gazette

*Represented Nationally by The John Budd Company*

## In Roanoke in '60 the Selling Signal is SEVEN...

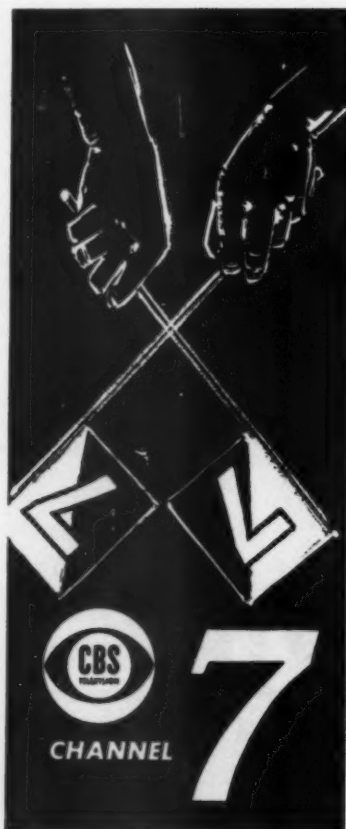
Wig-wagging will get you nowhere, but your selling message on WDBJ-TV will go into over 400,000 homes in Virginia, N. Carolina and W. Va. . . . a rich and growing Television Market of nearly 2,000,000 people.

You can sell like sixty on seven. In Roanoke, seven is WDBJ-TV . . . best in sight, day or night, for higher ratings at lower cost. Your only station in this area offering CBS network shows — plus superior local programming, plus hard-hitting merchandising assistance.

ASK YOUR PGW COLONEL  
FOR CURRENT AVAILABILITIES

# WDBJ-TV

Roanoke, Virginia



## Media/dates

### JUNE

- 1-3: International Advertising Assn., Waldorf-Astoria, N. Y.
- 5-8: Advertising Federation of America, Hotel Astor, N. Y.
- 5-9: Assn. of Industrial Advertisers, Shoreham Hotel, Washington, D. C.
- 7: McCall's Drug Store Seminar, Hampshire House, New York.
- 8-9: Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.
- 15-17: American Marketing Assn., Hotel Leamington, Minneapolis.
- 19-24: National Advertising Agency Network, Oyster Harbors Club, Osterville, Mass.
- 20-24: First Advertising Agency Group, Holiday Hotel, Dallas, Texas.
- 23-25: National Assn. of Television and Radio Farm Directors, Fresno, California.
- 26-29: Advertising Assn. of the West, Hotel Del Prado, Mexico City.

### JULY

- 11-15: First International Congress of Outdoor Advertising, Royal York Hotel, Toronto, Canada.

### 24- AUG.

- Advertising Federation of America, Management Seminar in Advertising and Marketing, Harvard Business School, Cambridge.

### SEPT.

- 16-19: Mail Advertising Service Assn., Sheraton Cadillac Hotel, Detroit.
- 28: Assn. of National Advertisers, Management Workshop, Ambassador Hotel, Chicago.

### OCT.

- 4-5: Advertising Research Foundation, Hotel Commodore, N. Y.
- 9-13: Direct Mail Advertising Assn., Americana Hotel, Bal Harbour, Florida.
- 12-15: Affiliated Advertising Agencies Network, Mountain Shadows Resort, Phoenix.
- 13-14: National Association of Broadcasters, The Biltmore, Atlanta, Georgia.

*pinpoint magazine coverage  
in your market(s) with...*

# locally edited gravure magazines



**The Courier-Journal  
MAGAZINE**



*in Louisville...in any Region  
or throughout the Nation!*

*The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.*

*Here are 12 of the best...*  
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

## PROMOTIONS AND PRESENTATIONS

**Good Housekeeping.** In addition to an anniversary edition in May devoted to "helping the American woman find her identity through the fullest possible development of herself," the magazine's 75th birthday celebration included a description of its 601 Consumer Trading Area concept before the Sales Executives Club of New York. These areas, said Luke McCarthy, v.p., marketing, of Hearst Magazines, account for 70 per cent of U. S. retail sales. But only by studying 33 factors, from physical characteristics to valuation of products and sources of personal income in each area, can their individual value to each advertiser be determined. This can be done, said Mr. McCarthy, by "analyzing your own sales performance in each market against Hearst's buying power index."

National Tea Company and Food Fair will join in another *Good Housekeeping* promotion this October. Patterned after last year's successful Supermarket event with National Tea only (see this column in May 1960 MEDIA/SCOPE), store-wide promotion will relate *Good Housekeeping* Seal of Approval to food, health and beauty aids in October issue. Promotion was kicked-off with eight-city closed circuit telecast for food, drug, and agency executives.

**The American Home** has tied in with 21 Houston department and home furnishing stores and the Houston Home Builders Association to decorate 31 homes in a \$25,000 to \$45,000 class subdivision. Operation showed site visitors "more new home furnishing ideas in this single subdivision than on any other street in the country." *American Home* displays in each house pointed up decorator and builder use of advertised products.

**The Saturday Evening Post.** A revised short (55-page) history of the *Post* includes listings of average net paid circulation and advertising gross revenue for each year since 1897, and a list of advertisers who have appeared in the magazine 10 or more years with a minimum expenditure of \$10,000 in any one year. ■

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

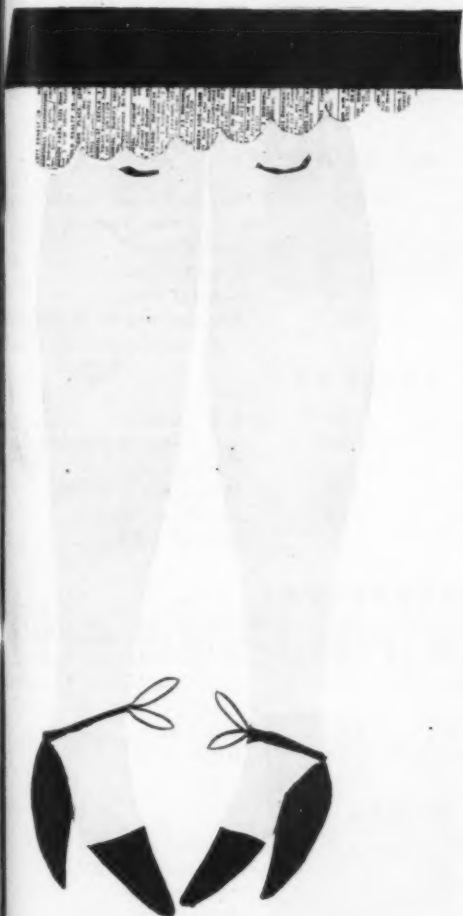
APRIL and FIRST FOUR MONTHS 1960 vs 1959

	APRIL		FIRST FOUR MONTHS	
	vs % Gain or Loss	% of Total	vs % Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages .....	-10.0	8.6	-0.7	7.3
Foods .....	*	13.2	*	14.7
Baby Foods .....	*	0.2	*	0.3
Baking Products .....	*	1.6	*	1.7
Beverages .....	*	2.6	*	2.3
Cereals and Breakfast Foods .....	-45.4	0.3	-14.3	0.5
Condiments .....	+9.5	1.0	+7.1	1.0
Dairy Products .....	-36.0	1.7	-11.7	2.0
Frozen Foods .....	*	1.1	*	1.3
Meats and Fish .....	*	1.1	*	1.2
Industrial .....	-38.9	2.1	-23.4	2.3
Insurance .....	-3.7	1.7	+11.4	2.0
Medical .....	-17.8	1.7	-5.5	2.7
Public Utilities .....	-2.7	2.5	+3.8	2.5
Publishing and Media .....	*	7.4	*	9.1
Radio, TV and Phonographs .....	*	0.9	*	1.2
Sporting Goods, Cameras and Photo Suppl. .....	+38.1	1.2	+32.7	0.8
Tobacco .....	-17.6	3.6	-43.3	3.3
Toilet Requisites .....	+16.5	3.0	+23.8	3.1
Dentrifices .....	+11.1	0.3	-1.9	0.3
Men's Toiletries .....	*	0.6	*	0.8
Perfumes and Cosmetics .....	*	1.2	*	1.2
Toilet Soaps .....	-38.7	0.2	-48.4	0.2
Transportation .....	-9.0	10.4	+4.8	11.5
Airways .....	-18.6	6.5	+3.0	7.7
Bus Lines .....	+132.3	1.1	+52.6	0.5
Railroads .....	-18.9	1.1	-6.8	1.0
Steamships .....	-12.0	0.7	+1.0	1.1
Tours .....	+14.1	0.7	+24.4	0.9
Wearing Apparel .....	+10.7	1.6	+16.2	1.2
<b>TOTAL GENERAL</b> .....	<b>-11.7</b>	<b>72.9</b>	<b>-5.1</b>	<b>75.6</b>
<b>AUTOMOTIVE</b>				
Gasolines and Oils .....	-19.0	2.8	-31.0	1.4
Passenger Cars—New .....	+15.8	16.1	+26.6	16.5
Tires and Tubes .....	+12.4	1.4	+21.3	1.1
Trucks and Tractors .....	-42.9	0.3	-28.7	0.3
<b>TOTAL AUTOMOTIVE</b> .....	<b>+10.0</b>	<b>27.1</b>	<b>+16.3</b>	<b>24.4</b>
<b>TOTAL GENERAL AND AUTOMOTIVE</b> .....	<b>-6.7</b>	<b>100.0</b>	<b>-0.7</b>	<b>100.0</b>

\* New or adjusted Classifications in 1960, no direct 1959 comparisons available.  
Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.



# OOPS! our lineage is showing ...



*Here's a First Quarter Report  
Showing the Comparative Linage Figures  
For Houston Newspapers, 1960 vs. 1959!\**

## RETAIL ADVERTISING

CHRONICLE GAINED ... 422,324  
Post Gained ... 215,866  
Press Gained ... 68,468

**Chronicle Gained**

**96%**

**More Than The Post**

## GENERAL ADVERTISING

CHRONICLE GAINED ... 124,061  
Post Gained ... 49,031  
Press Gained ... 50,818

**Chronicle Gained**

**153%**

**More Than The Post**

## CLASSIFIED ADVERTISING

CHRONICLE GAINED ... 346,509  
Post Gained ... 158,930  
Press Gained ... 85,824

**Chronicle Gained**

**118%**

**More Than The Post**

## TOTAL ADVERTISING

CHRONICLE GAINED ... 889,783  
Post Gained ... 423,251  
Press Gained ... 200,000

**Chronicle Gained**

**110%**

**More Than The Post**



During the first quarter of 1960  
The Chronicle ran almost 10,000,000  
lines of advertising—More Than Both  
Other Houston Newspapers Combined!

In Houston, **THE CHRONICLE**

Reaches MORE People ... Carries MORE Advertising ... Sells MORE Merchandise

# THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper ...

The Chronicle is a **MUST** Buy!

The Branham Company—National Representatives

\*SOURCE: MEDIA RECORDS

**T**HE MEDIA PLANNING and inter-media analysis functions at BBDO are being strengthened over both the short and long runs. Members of the old media analysis section have already been reinforced by personnel transferred from radio and television analysis duties to form a new media planning unit that will cover all media.

Looking to the future, class room instruction in media analysis is now available to all "young agency personnel" at BBDO. Curriculum covers research tools used by all media, as well as planning and buying. Course includes several weeks of "total plan development" and presentation.

H. E. McDonald, v.p., media and research, Fitzgerald Advertising Agency, New Orleans, lists the following items of research background which "we can remind our media contacts" to include in their research presentations as "absolutely essential information":

- Purpose of study
- Field dates
- Organization conducting study
- Copy of questionnaire
- Interview guide, if study is motivational
- Specific details of sample selection method.

In a recent letter to advertising executives, Robert E. Eastman notes that "there is altogether too much *selling against*" among media, and that his station representative firm proposes to sell spot radio *with*, or in support of, "last week's TV show or yesterday's magazine ad, which may have faded from memory," as well as in its own as an effective medium.

In another vein, the Television Bureau of Advertising has put Mr. Eastman's brand of *withness* into practice by bringing two TV stations covering the same market into the same group presentation. Under TvB auspices, WHIO-TV and WLW-D, both competing for TV dollars allocated to Dayton, put on a joint presentation before some 100 Chrysler Airtemp executives, distributors, and agency personnel gathered in that city.

## VIDEODEX NATIONAL RATING ANALYSIS

April 1-April 7—Top Five Programs Daily\*

### SUNDAY

Show	Rating	Network	Sponsor
1. Playhouse 90 .....	28.3%	CBS	American Gas Assn., Allstate, R. J. Reynolds
2. Alfred Hitchcock.....	26.1	CBS	Bristol-Myers
3. Jack Benny .....	25.5	CBS	Lever Brothers
4. Dennis The Menace.....	22.5	CBS	Kellogg
5. What's My Line.....	22.2	CBS	Kellogg

### MONDAY

1. Academy Awards .....	48.6%	NBC	Motion Picture Academy of Arts and Sciences
2. Father Knows Best.....	30.4	CBS	Scott Paper
3. Danny Thomas .....	29.7	CBS	General Foods
4. Ann Sothorn .....	25.5	CBS	General Foods
5. Cheyenne .....	23.4	ABC	Ritchie, Johnson & Johnson, Armour, American Chicle

### TUESDAY

1. Red Skelton .....	29.1%	CBS	S. C. Johnson
2. Garry Moore .....	25.2	CBS	S. C. Johnson, Pittsburgh Plate Glass
3. Rifleman .....	23.7	ABC	Miles Labs
4. Tightrope .....	22.8	CBS	American Tobacco
5. Wyatt Earp .....	21.9	ABC	General Mills

### WEDNESDAY

1. Wagon Train .....	35.1%	NBC	Nabisco, R. J. Reynolds
2. Price Is Right.....	27.4	NBC	Lever Brothers
3. Hawaiian Eye .....	24.6	ABC	American Chicle, Whitehall Carter
4. U.S. Steel Hour.....	21.9	CBS	U.S. Steel
5. Perry Como .....	21.3	NBC	Kraft

### THURSDAY

1. The Untouchables .....	28.9%	ABC	Colgate, Liggett & Myers, Seven-Up, Ritchie, Carnation
2. Real McCoys .....	27.9	ABC	Procter & Gamble
3. Zane Grey Theatre.....	24.0	CBS	General Mills
4. To Tell The Truth.....	21.6	CBS	Helene Curtis
5. Bat Masterson .....	20.4	NBC	Sealtest

### FRIDAY

1. 77 Sunset Strip .....	27.7%	ABC	American Chicle, Whitehall R. J. Reynolds
2. Desilu Playhouse .....	24.6	CBS	Westinghouse
3. Twilight Zone .....	24.0	CBS	General Foods
4. The Detectives .....	21.3	ABC	Procter & Gamble
5. Walt Disney Presents....	21.0	ABC	Mars, Ward Baking, Hills Brothers

### SATURDAY

1. Gunsmoke .....	37.1%	CBS	Liggett & Myers
2. Have Gun, Will Travel...	33.6	CBS	Lever Brothers
3. Wanted Dead or Alive...	27.1	CBS	Kimberly-Clark
4. Perry Mason .....	26.1	CBS	Colgate-Palmolive
5. Lawrence Welk .....	24.3	ABC	Dodge

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

# The most important advertising target you have is customers



You can profit from a new series of market studies which focus on customers for a score of key products and services, family bought and company bought.

For example, take just one area of consumer spending power—vacation travel. Only 29% of the nation's vacationing families travel by plane, train or ship. Yet, this small group will account for 55% of the vacation dollars spent.

Who are these relatively few families—the real vacation customers?

Income and occupation quickly identify these 7,500,000 who spent some \$6 billion vacation dollars.

■ Only half of the nation's families—those with incomes of \$5,000 or more—will spend 94% of the total vacation dollars. In fact, just a fourth of America's families—those with incomes of \$7,500 or more—will spend 82% of this total outlay.

■ Managerial and professional families provide 79% of the vacation dollar volume.

It is not surprising then, that the three news magazines, which concentrate on high-income people of responsibility, provide the best coverage of this consumer bull's-eye.

And among these magazines, "U.S. News & World Report" emerges as . . .

## The most important magazine of all



The new study shows that "U.S. News & World Report" alone covers better than a fourth of the 7,500,000 families buying tickets on planes, trains or ships. And of the 14 major magazines studied, it covers these known travelers at lowest cost per thousand.

It's another case where customer and audience characteristics match. Nine out of ten "U.S. News & World Report" family heads hold managerial or professional positions. Their family incomes average \$15,496—highest of all magazines with more than 1,000,000 circulation.

*These are the kind of people who depend the most on the essential news of national and international affairs which "U.S. News & World Report" gives them every week, to the exclusion of all that is trivial or superfluous.*

Ask to see the new 19-minute film report of the study, "Today's Vacation Travelers by Plane, Train and Ship." It is one of six such special film reports based on "U.S. News & World Report" market studies that are now ready—corporate stock, business travel, hi-fi and stereo equipment, home air conditioning and car rental. Contact your advertising agency or any of our advertising offices listed below.

# U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than **1,150,000** Net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.



# **OBSOLETE THICK SKULLED AND WAY BEHIND THE TIMES**

And so the mighty Longhorn that once dominated the beefsteak field slid into oblivion because he didn't keep up with the changes in the business. Surely you don't intend to follow him, do you?

But are you **SURE** your idea of the cattleman isn't a couple of generations out of date? His buying and spending habits . . . his income . . . what he raises and what he needs?

Results of an extensive survey of *The Cattleman* readers are now available in a booklet entitled **RANCHING TODAY**. This booklet contains invaluable information . . . the cattleman's annual average income, average numbers of beef cattle owned and sold, amount of feed and supplies used, average number of acres owned and operated, equipment owned and other pertinent data.

You've got to know the cattleman to sell him. Get acquainted with him by ordering your free copy of **RANCHING TODAY**.

*The Cattleman*

410 East Weatherford  
Fort Worth 2, Texas

80  
Busi

The typ  
campe  
\$105.85  
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Media/scope



Media/scope's

# Advertising Cost Index

Reported by Media/scope's Research Department

## Ad Rate Changes:

April 1959 to April 1960



### Business Publications

The typical business publication campaign in April 1960 cost \$105.85, compared with the identical campaign in April 1959, when it cost \$100. During the same period, circulation increased 2 per cent and cost-per-thousand circulation went up 4 per cent.



### Consumer Magazines

During the 12-months' period April 1959 through April 1960, the average consumer magazine campaign increased \$8.19 per \$100 allocated the previous year. Both circulation and cost-per-thousand circulation have risen about 4 per cent.



### Daily Newspapers

To duplicate the identical newspaper schedule of April 1959 in April 1960, the advertiser had to increase his dollar allocation for newspaper space 2.38 per cent. Circulation is up less than one per cent and cost-per-thousand rose one and two-thirds per cent.



### Spot Radio

In April 1960, the average spot radio campaign cost the advertiser \$104.70 for time costs, compared to \$100 for the same schedule in April 1959. The April 1959 time costs were less than one per cent higher than April 1958.



### Spot Television

For every \$100 invested in spot television time in April 1959, the advertiser had to increase his appropriation \$11.50 to repeat the schedule in April 1960. This compares with an increase of 8.4 per cent in April 1959 over April 1958.

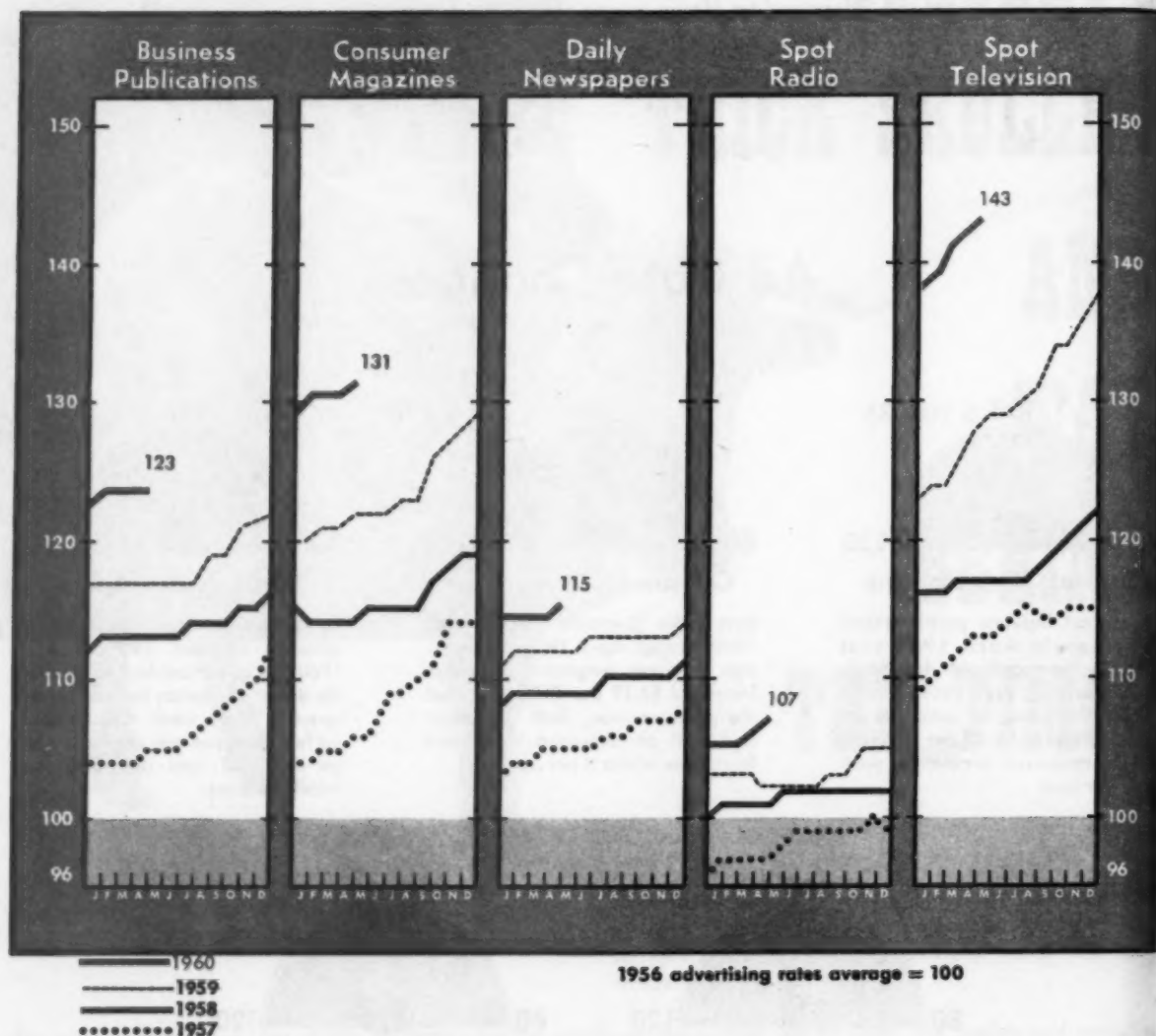
Note: in all meters \$100 = unit cost for April 1959

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

# Ad Rate Indexes:

Long-term Trends



## Business Publications

Business Publication space rates in April 1960 continued to be 23 per cent higher than during the base year, 1956. Circulation, and cost-per-thousand circulation remained at the levels of the previous two months, 12.4 and 9.7 per cent respectively over the base period.

## Consumer Magazines

Average rates for consumer magazines in April 1960 were almost one-third higher than they were during the 1956 base period. In the meantime circulation rose about 14 per cent, and cost-per-thousand circulation 15 per cent.

## Daily Newspapers

National advertising display rates of daily newspapers in March and April 1960 were 15 per cent higher than dur-

ing the 1956 base year. Circulation had increased two-thirds of one per cent during this time and cost-per-million circulation rose 14 per cent.

## Spot Radio

Spot radio time charges have moved slowly upwards, and are now seven per cent higher than they were during the 1956 base period. One year ago radio rates experienced a slight decline; but they have climbed slowly since then.

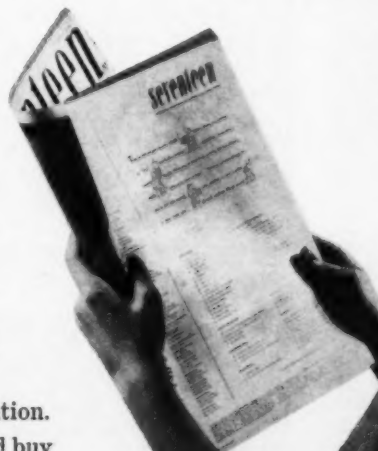
## Spot Television

Prime spot television time rates were 43 per cent higher in April 1960 than they were during the 1956 base year. By comparison, the April 1959 rates were up 28 per cent, and the April 1958 rates were 18 per cent over the base period.

# WHAT'S IN IT FOR YOU?

**PLENTY!** *Because there's so much in it for HER!*

Everything the teen-age girl wants in a magazine is hers—*exclusively*—in SEVENTEEN. From cover to cover, every issue is filled with entertaining action and enlightening features on how to act and look, decorate and cook... what to read and listen to, what to see and wear and do. SEVENTEEN gives its readers the complete understanding and friendly guidance teen-age girls seek. That's why they give SEVENTEEN their unshakable confidence and undivided attention. It's the magazine they believe in, live by and buy from. America's 9 million teen-age girls represent a \$4½-billion market. Join the growing list of advertisers who are getting amazing action from this market—in SEVENTEEN.



It's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE • 466 Madison Avenue, New York 22 • PLaza 9-8100

**Avery-Knodel, Inc.** "Spotlight on The Quad-Cities" describes the 899 square-mile area including Rock Island, Moline, and East Moline, Ill., and Davenport, Ia., with a population of 272,600 and consumer spendable income per household of \$7,052. This



area, served by WHBF-TV, has more jobs than job seekers, says the report, has 48,000 prosperous farms, and 350 diversified industries including the "farm machinery capital of the world," the Rock Island Arsenal, Alcoa's Bettendorf Plant, and Oscar Mayer's meat processing plant. Booklet also discusses WHBF-TV's programming, coverage, and merchandising service.

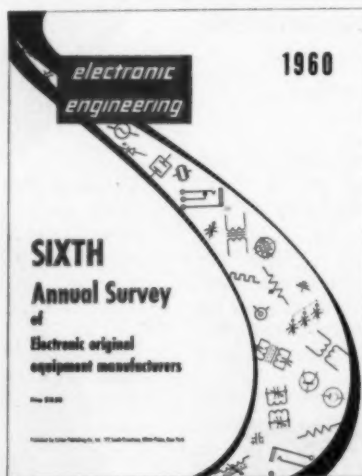
**Boys' Life.** A survey of pen and typewriter use indicates that 17.9 per cent of the magazine's readers own a typewriter, and 43.2 per cent of those who don't, intend to, soon. Nearly 90 per cent of the boys own ball-point pens. Study also covers frequency of typewriter use, kind of store from which respondents would buy a typewriter, and typewriter features the boys would consider most important when buying.

**Holiday.** A survey of automobile buying by readers indicates that one-third of its families bought at least one new car during 1959, and that during the 1957-'58 recession, readers bought new cars at more than

twice the national average. Of 1959 auto purchases by *Holiday* families, 87 per cent were domestic, and 13 per cent were foreign cars. Some 21 per cent were compacts, 33 per cent low priced, 25 per cent medium priced, and 12 per cent were "luxury class" cars. Thirty-six per cent of the *Holiday* families own two cars, and 9.4 per cent own three.

**Life.** The U. S. population, its income and expenditures, markets for 14 product categories, advertising trends, consumer prices, production, and distribution are the broad topics covered at length by the 112-page "Graphic Guide to Consumer Markets." The liberally captioned chart-book on our economy was prepared for *Life* by the Division of Consumer Economics of the National Industrial Conference Board. Space has been left on the charts for new data, to be provided monthly. Sources include government agencies, trade journals, market research firms, periodicals, business associations, and the *Life* "Study of Consumer Expenditures."

**Electronic Equipment Engineering's** "Sixth Annual Survey of Electronic Original Equipment Manufacturers" provides geographical analysis of number of plants purchasing



73 different electronic products, as well as breakdowns of design activity by state and industry, and dollar

volume of 1958 purchases by component or basic material. Respondents (797 plants in 10 SIC categories producing electronic equipment as primary end products, and 70 plants turning it out as secondary end products) also reported use of each component. Free to employees of electronic plants; \$10 to others.

**Roanoke Times and World-News.** A new market brochure lists Roanoke among 33 newspaper markets with "significant market potential beyond their metropolitan area limits—markets which are under-evaluated by the metropolitan area yardstick." The report shows metro area population, population rank, and metro area retail sales for each of these markets, from SRDS, as well as total circulation, metro area circulation, and its percentage of total net paid circulation, and retail sales potential of this "outside" circulation for newspapers in each of the 33 "unrecognized" markets.

**Arkansas Press Association's** "Arkansas Newspaper Directory Rate-book-1960" lists circulation, rates, publication days, number of columns, column lengths, and acceptance of beer, wine, and liquor advertising for 136 weeklies and 35 dailies. Brochure also gives telephone numbers, cities, counties, and populations of cities and counties served by each. A listing of 15 professional, class, religious, and "other" publications is included, as well as market data for each Arkansas county.

**Hoe & Co., Inc.** The 418 newspapers measured by Media Records printed a total of 153 million lines of color advertising in 1959, or 25 per cent more than in 1958, says the "1959 Annual Hoe Report on ROP Color." In addition to its breakdown of color lineage by market, newspaper, and product category, the report notes that local retailers accounted for 14 million lines of the gain over 1958, and national advertisers were responsible for 13 million lines of the increase. Leading national product



categories using ROP color last year were gasolines and oils, beers, baking products, dairy products, and cigarettes, in that order.

**Seventeen.** Two surveys by Eugene Gilbert report on the market offered by girls in high school and college freshman classes. The eighth annual "College Freshman Story" reports that 336,000 girls started college in 1959 by spending \$119,108,640 on wearing apparel alone. Adding 4.2 million high school girls between 14

analyses of the reasons behind successful use of direct mail in each instance. Results of the study indicate that it is possible to measure "longevity of effectiveness" of a given piece of sales literature, and to "extend this factor through well-spaced follow-ups."

**The Gasoline Retailer.** A survey of service stations in 53 cities across the U.S. indicates "a marked trend toward all-inclusive automotive service, maintenance, and repair work by an increasing number of stations." According to the report, "Basic Data," the average station has two full-time mechanics on duty who, at 84.4 per cent of the stations, test and adjust brakes, at 80.3 per cent adjust carburetors, and at 70 per cent, adjust clutch pedals. More than 79 per cent replace mufflers and tail pipes, and more than two-thirds do tune-up and electrical work. Questionnaires covered 221 items.

**Automotive Retailer.** New studies of sales and buying practices among auto supply stores indicate that franchise auto stores buy 30 per cent of their inventory outside of chain channels. Sale of automotive replacement parts, tires, accessories, and chemicals form the backbone of volume (\$1.037 billions worth in 1959) and profit for all auto stores.

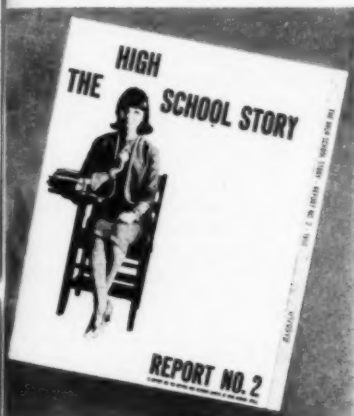
**WPAT, New York.** According to "Radio Listening Among Independent Druggists and Grocers in the New York Market," 77 per cent of all druggists, and 75 per cent of all gro-

a survey  
commissioned by radio station WPAT  
conducted by Bennett-Chaikin, Incorporated



# RADIO LISTENING AMONG INDEPENDENT DRUGGISTS AND GROCERS IN THE NEW YORK MARKET

cers in the station's coverage area have radios in their stores, and, with their staffs, "use them for their own in-store listening pleasure" for some 5.5 hours each day. Eighty-five per cent of the druggists interviewed by Bennett-Chaikin, Inc., and 75 per cent of the grocers, rate music their favorite form of radio programing. Survey also covers listening to in-home, car, and portable radios, and station preference among the New York area food and drug retailers. ■



and 17 from the second annual "High School Story" resulted in a 1959 back-to-school market of \$941,944,080 for fashions, furnishings, and "fun items." Booklets itemize more than 50 pieces of wearing apparel or accessories, and a dozen "things for fun and work," showing percentage of girls buying each, average number bought by each girl, and average cost per article. College survey also covers room furnishings and gifts. Readership, preference for, and "helpfulness" of six magazines is also discussed.

**M. R. Reports, Motivation Research Associates, The Prompt Organization.** "Unless a piece of direct mail furnishes a specific source of gratification to the recipient, he feels no compulsion to read, preserve, or respond to it." This is one conclusion of a study of effectiveness of various direct mail techniques, encompassing 11 case histories and

## WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): \_\_\_\_\_

Your Name and Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

# We're Rich!



**Rich in buying power...**

**Rich in reading power...**

Pontiac, Michigan represents a growing, dynamic, rich market for newspaper advertisers. What's more, THE PONTIAC PRESS provides such exclusive coverage (61% of Pontiac Township households take only the PRESS) that no other newspaper provides the penetration you need to successfully sell your products. (THE PONTIAC PRESS is preferred 3 to 1 over the leading Detroit paper.)

It's facts like these that are causing more and more advertisers to select the PRESS:

- Leader in the Community. 76% take THE PONTIAC PRESS.
- Leader in Creating Sales. 21% of PRESS homes make over \$7500.
- Leader in Home Delivery. 98% of coverage is home-delivered.

THE PONTIAC PRESS is the full-coverage independent newspaper serving the Pontiac area and Oakland County since 1842!

MARKETING IN MICHIGAN . . . 2

THE  
**PONTIAC  
PRESS**  
PONTIAC, MICHIGAN

Circulation 59,339 Publisher's  
Statement Ending September 30, 1959  
Represented by:  
Scolare, Meeker & Scott  
New York, Chicago, Philadelphia, Detroit  
Doyle & Hawley  
Los Angeles & San Francisco

## PERSONNEL CHANGES

### AGENCIES

George Anthony	Honig-Cooper & Harrington, Media Director	Hoote, Cone & Belding, Los Angeles, Media Supv.
Warren A. Bahr	Young & Rubicam, Inc., Assoc. Med. Dir.	Young & Rubicam, Inc., V. P., Assoc. Media Dir.
Dr. Leslie Beldo	Campbell-Mithun, Inc., Chicago, Resch. Dir.	Campbell-Mithun, Inc., Chicago, V. P., Resch. Dir.
Anthony C. DePierro	Lennen & Newell, Inc., V. P., Dir. of Media	Geyer, Morey, Madden & Ballard, V. P., Asst. to the President
Ransom Dunnell	Humphrey, Alley & Richards, N. Y., V. P., Dir., Radio, TV	Potts-Woodbury, Inc., Kansas City, Dir., Radio, TV
Charles A. Eaton, Jr.	C. J. LaRoche & Co., Inc., Media Supv.	C. J. LaRoche & Co., Inc., Assoc. Media Dir.
Ray Hunter	Batten, Barton, Durstine & Osborn, Pittsburgh, Assoc. Media Dir.	Batten, Barton, Durstine & Osborn, Pittsburgh, Media Dir.
Mort Keshin	Lennen & Newell, Sr. Media Resch. Analyst	Lennen & Newell, Mgr., Media Analysis Group
Herbert D. Maneloveg	Batten, Barton, Durstine & Osborn, N. Y., Assoc. Media Dir.	Batten, Barton, Durstine & Osborn, N. Y., Media Dir.
Frances Marotta	Friend-Reiss Advertising, Exec. Asst.	Moss Associates, Inc., Media Director
Dr. Virginia Miles	McCann-Marschalk Company, Dir. of Resch.	McCann-Marschalk Company, V. P. Dir. of Resch.
Frank F. Morr	Gordon Best Co., Chicago, V. P.	Gordon Best Co., Chicago, Exec. V. P.
John Nuccio	Benton & Bowles, Inc., Media Buyer	Doyle Dane Bernbach, Inc., Group Media Supv.
Dwight S. Reynolds	Alberto-Culver Co., Advg. Mgr.	Wade Advertising, Chicago, Media Supv.
Lee Rich	Benton & Bowles, Inc., V. P., Media	Benton & Bowles, Inc., V. P., Media, Programming
Jerry Sachs	Doyle Dane Bernbach, New York, Media Group Supv.	Doyle Dane Bernbach, Los Angeles, Media Dir.
Nicholas V. Salimbene	J. M. Mathes Inc., N. Y., Asst. Media Dir.	J. M. Mathes Inc., Mgr., Miami Office
Andrew P. Sayles	Maxon Inc., TV, Print Supervisor	Lenhart & Co., Princeton, N. J., V. P.
Henry L. Sparks	Young & Rubicam, Inc., Assoc. Med. Dir.	Young & Rubicam, Inc., V. P., Assoc. Media Dir.
Albert R. Whitman	Campbell-Mithun, Inc., Minneapolis, Exec. V. P.	Campbell-Mithun, Inc., Minneapolis, President

### ADVERTISERS

Fred W. Adams	American Motors Corp., Automotive Sales Div., Dir., Advg., Merchandising	American Motors Corp., Automotive Sales Div., Sales Mgr., Dir., Advg., Merchandising
Leland W. Aurick	RCA, Administrator, Industrial Advg.	RCA Electron Tube Div., Mgr., Advg., Sls. Promo., Industrial Market
William W. Bryan	Carter Oil Division, V. P., Mktg.	Humble Oil & Refining Co., Houston, V. P., Mktg.
Jerry Franken	National Telefilm Assoc., Exec. Dir., Advg., Publicity	National Theaters & Television, Beverly Hills, Exec. Dir., Advg., Publicity, Promotion
Robert B. Irons	Standard Oil Co. of Indiana, Asst. Adv. Mgr.	Standard Oil Co. of Indiana, Adv. Mgr.
Herman L. Johnson	Hazel Bishop, Inc., Exec. V. P.	Hazel Bishop, Inc., President
Fritz Ohliger	Leo Burnett Co., Chicago, V. P., Mktg. Supv.	Hunt Foods & Industries, Fullerton, Calif., Adv. Mgr.
Louis W. Prestin	Sunbeam Corp. (Canada) Ltd., Toronto, President	Sunbeam Corp., Chicago, V. P., Dir., Mktg.
Theodore Rosenak	Pabst Brewing Co., Milwaukee, V. P., Advg.	Pabst Brewing Co., Milwaukee, Exec. V. P.
William Siegel	Revlon Inc., Advg., Mgr.	Schick Inc., Lancaster, Pa., Dir. of Advg.

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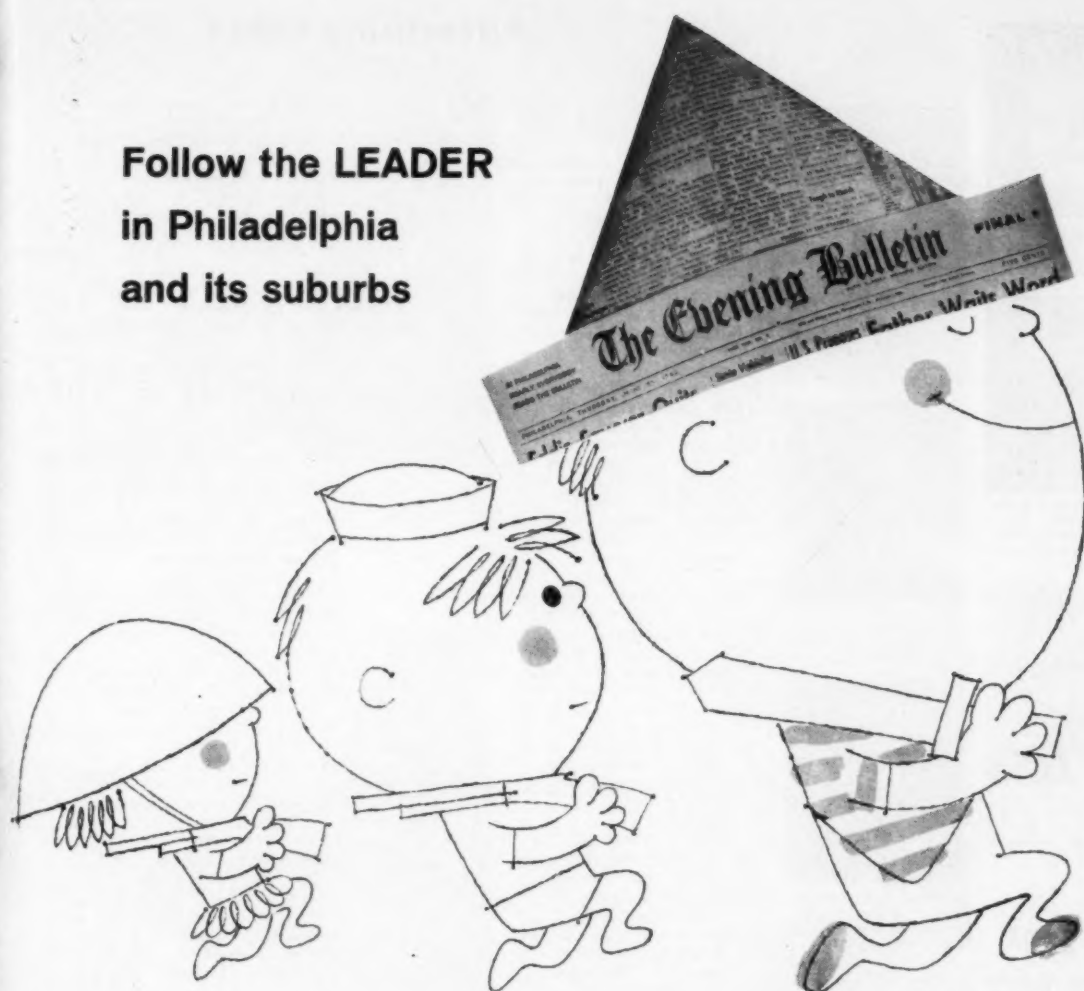
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Advertising

Media/scope, June 1960

## Follow the LEADER in Philadelphia and its suburbs



There's one leader in Philadelphia and its suburbs.

*It's The Evening Bulletin.*

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's circulation leadership in 14-county Greater Philadelphia is 145,637.

Two major research studies—made by National Analysts, Inc. in 1960 and Carl J. Nelson Research, Inc. in 1957—show The Evening Bulletin's leadership in adult readership in both the city and the suburbs.

In the suburbs, where Greater Philadelphia is growing fastest . . .

A research study of adults in homes with telephones, made by National Analysts, Inc. shows:

**In Suburban Philadelphia—**

**The Evening Bulletin Leads In Adult Readership**

**... by 146,000 adults in homes with telephones**

A research study of adults in families, made by Carl J. Nelson Research, Inc. shows:

**In Suburban Philadelphia—**

**The Evening Bulletin Leads In Adult Readership**

**... by 156,000 adults in families**

A.B.C. Audit Reports for 1950 and 1959 show:

**In Suburban Philadelphia—**

**The Evening Bulletin Tripled**

**Its Circulation Leadership**

**... and leads by 36,762 families**

*(and this leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs each day)*

**Follow the leader in Philadelphia and its suburbs  
—The Evening Bulletin.**

**In Philadelphia Nearly Everybody Reads The Bulletin**

## The Evening Bulletin Leads in Circulation and Readership ... in Philadelphia and in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.  
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban  
Philadelphia:

13 counties beyond the city in the 14 county  
Greater Philadelphia A.B.C. City and Trading Zone



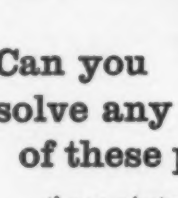
**MOTOR MANUFACTURER:** "We need a flock of small, rugged terminals."



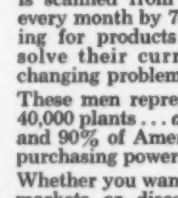
**CHEMICAL PLANT MAINTENANCE MAN:** "We've got a packing problem that's driving me nuts!"



**ELECTRONICS MANUFACTURER:** "Lacing and tying our electronic harness is becoming too costly."



**PLANT MANAGER:** "Patches in our concrete floors repeatedly crumble and flake."



**STAMPING PLANT OPERATOR:** "Looks like our light presses should have vibration mounts."



**APPLIANCE DESIGNER:** "We're having trouble getting reliable mechanical timers."

## Can you solve any of these problems?

... these are just a few of the thousands of problems I.E.N.'s readers bring to its pages each month.

For Industrial Equipment News is scanned from cover to cover every month by 78,000 men looking for products that will help solve their current and ever-changing problems.

These men represent more than 40,000 plants... all industries... and 90% of America's industrial purchasing power.

Whether you want to sell present markets or discover new ones, your ads are right at the "point of purchase." Send for our Media Data File.

good for selling  
... because it's  
used for  
buying!

**INDUSTRIAL EQUIPMENT NEWS**  
461 Eighth Avenue, New York, N. Y.  
Thomas Publishing Company

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**TRAFFIC WORLD**  
is the weekly  
newsmagazine of  
**TRANSPORTATION  
MANAGEMENT**  
in every industry and in  
every mode of transportation  
See our Service-Ad in SRDS

Westchester status seeker dupes Boston Globe reader





More home delivery isn't everything. Because the Morning edition of The Boston Globe is almost the same as the Evening edition, you get two sets of readers — practically no self-duplicated circulation.

The Globe also gives you much, much more Sunday circulation than any other paper, more classified, more color lineage, more of everything it takes to sell Boston — especially readers.

**A Million Market Newspapers**  
NEW YORK • CHICAGO • DETROIT  
LOS ANGELES • SAN FRANCISCO

**The Boston Globe gives you more of everything... especially readers**

## TRENDS IN MEDIA BUYING

In this space in October 1958 it was suggested that there were then nine major trends in the buying of media. There is not elbow room on this page to examine how all these trends have developed in the approximate two years that have ensued, but it might be rewarding to look at three of them: The marketing concept; the localization of media; and the better organization of buying and buyers.

**1. The Marketing Concept.** The integration of the buying of media into a complete marketing plan is being emphasized on every side. As manufacturers come to stress sales rather than production, they pay more attention to what consumers will buy, and how these goods can be distributed most efficiently. This means that their advertising cannot be wasteful. They are insisting that their agencies treat advertising not as an isolated phenomenon, but as an integral part of an overall marketing plan, usually a written, detailed plan.

A dramatic example of this pressure by advertisers on agencies was the recent four-day seminar that Kenyon & Eckhardt held for 55 supervisory persons in its media, research, merchandising, and radio-TV functions. Main purpose of this seminar was to coordinate their efforts in the development and execution of overall marketing plans for the agency's clients. This operation was described in May *MEDIA/SCOPE*. The same issue carried an interview with Robert E. Britton, who is executive director for marketing, media, research, and merchandising (certainly a total-marketing title in itself) at MacManus, John & Adams, Inc. Mr. Britton explained how his agency is organized for operation under the total marketing concept.

**2. Localization of Media.** The trend toward the localization of media has gained considerable headway in the last two years. There are now 70 national consumer magazines that offer regional buys or split runs. Last year those magazines that are measured by Leading National Advertisers sold nearly \$29 million in sectional space. (See "How National Advertisers Use Split-runs and Sectional Buys," by Lawrence A. Gardner, April *MEDIA/SCOPE*.) Add sales of geographic split runs (which often accomplish the same ends), and the total reached becomes more than \$48 million. A volume of some \$75 million seems likely this year. It is obvious that this use of magazine space not only makes the magazines more flexible as media, but also makes them more local in their use.

There is some tendency for business publications also to offer regional editions, although it is not so pronounced. One periodical has editions for the two major climate zones in the country. Another has an edition aimed at

subscribers in 11 Western states and Texas. Two others each have four regional editions.

It is also being said that all viewing is local, and that while the national rating for a network show is a useful guide to gross national audience, it may be misleading if used as a measurement of delivered audience in any particular market. Differences between viewing habits in large and small cities; in program tastes among sections of the country, and preferences of users for advertised products in different geographic sections, are pointing to the necessity of network advertisers procuring proper supplementary radio and television coverage in those individual markets where it is needed.

**3. Better Organization of Buying and Buyers.** So far as internal organization is concerned, the tendency has grown toward specialization, with the various media specialists in agencies coordinated for an account or group of accounts by a supervisor who knows all media. Even among the small agencies, where selection and buying of media may be done by an account executive in his spare time, there is a growing awareness that media is an important function in itself, and needs the full-time attention of someone who is a specialist in that field.

As far as the external organization of media buyers is concerned, there have been new groups of buyers organized in Cleveland and Pittsburgh since October 1958, and there is some indication that one may be formed in San Francisco. Another example is the Annual Media Awards sponsored by *MEDIA/SCOPE*. This year they attracted 573 persons to the Waldorf-Astoria for a series of awards whose general purpose is to encourage creative thinking toward the more efficient selection and use of advertising media. There were 200 entries in three classifications, and the numbers and quality of both entries and guests at the Awards luncheon was an impressive manifestation of the recognition which the media-buying function is receiving.

Other trends might be mentioned, as they were in 1958: the retreat from numbers and the advance toward qualitative measures of media; the massive attack, as indicated in Ford's 36-page advertisement in *Readers' Digest*; the search for measures of effectiveness; the search for standards of comparability, and the greater emphasis upon research.

These trends are important to advertisers, agencies, and media. But underlying them is this significance: that the buying of media is becoming constantly more efficient, and that the status of both the media-buying function and that of the media buyer are gaining recognition and importance.

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## Husbands wear out!

Dear Editors:

I have been a widow for two years, and I want to shout out, to all wives everywhere: appreciate now, and do all you can to prolong, the privilege of being a wife. Or you'll be sorry.

There is, truly, no relationship like marriage. Someone chose you . . . gave you the gift of status . . . and the only attempt at understanding that will again come your way. Half a man's life on a platter. A built-in best friend. Someone to play with, walk in the first snow, wrap Christmas presents. With. Someone who remembers the same people and places and times . . . and your own young selves.

To each of you who still has her husband, I say violently, take care of him. He can't and won't do it for himself. Keep him as long as you can. You'll never have it so good again. From the exact moment of that knife-sharp cleavage, you are alone as you've never been alone in your life.

Sincerely,

Some of the most significant words in **Ladies' Home Journal** are often found on the "Letters" page. What more ardent relationship can there be between women and the magazine that is part of their lives? No wonder they like **Ladies' Home Journal** best—by far.

A CURTIS PUBLICATION

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ARBURT  
HARB  
RBU  
URT  
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**Builds**

Advertisement prepared by Gilbert Advertising Agency



"Our exclusive campaign in The New Yorker has played a major role in building the Harburt brand name. The excellent results we received prompted our switch from black and white double columns to four-color bleed pages."

*Allen D. Swartz*  
President,  
Harburt of Boston, Inc.



THE  
**NEW YORKER**  
MAGAZINE



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